THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

July, 1950

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These advertisements appeared on the front cover of Coin Machine Review in February and March, 1950. They told about the Jones Boys' money-back guarantee and also the stamp of approval which accompanies products we distribute.

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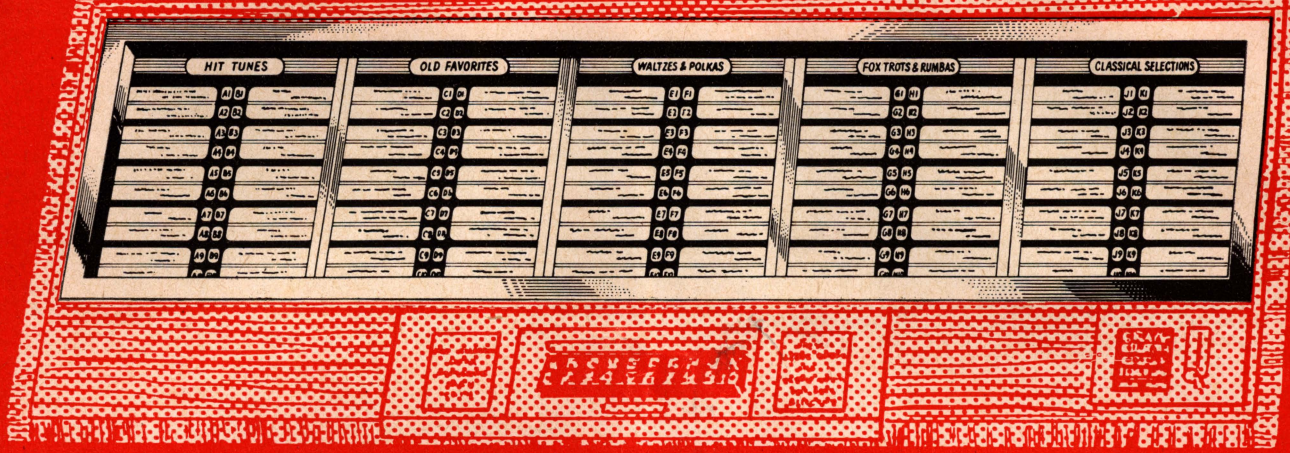

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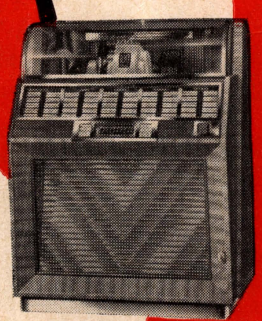

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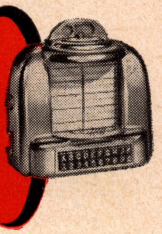

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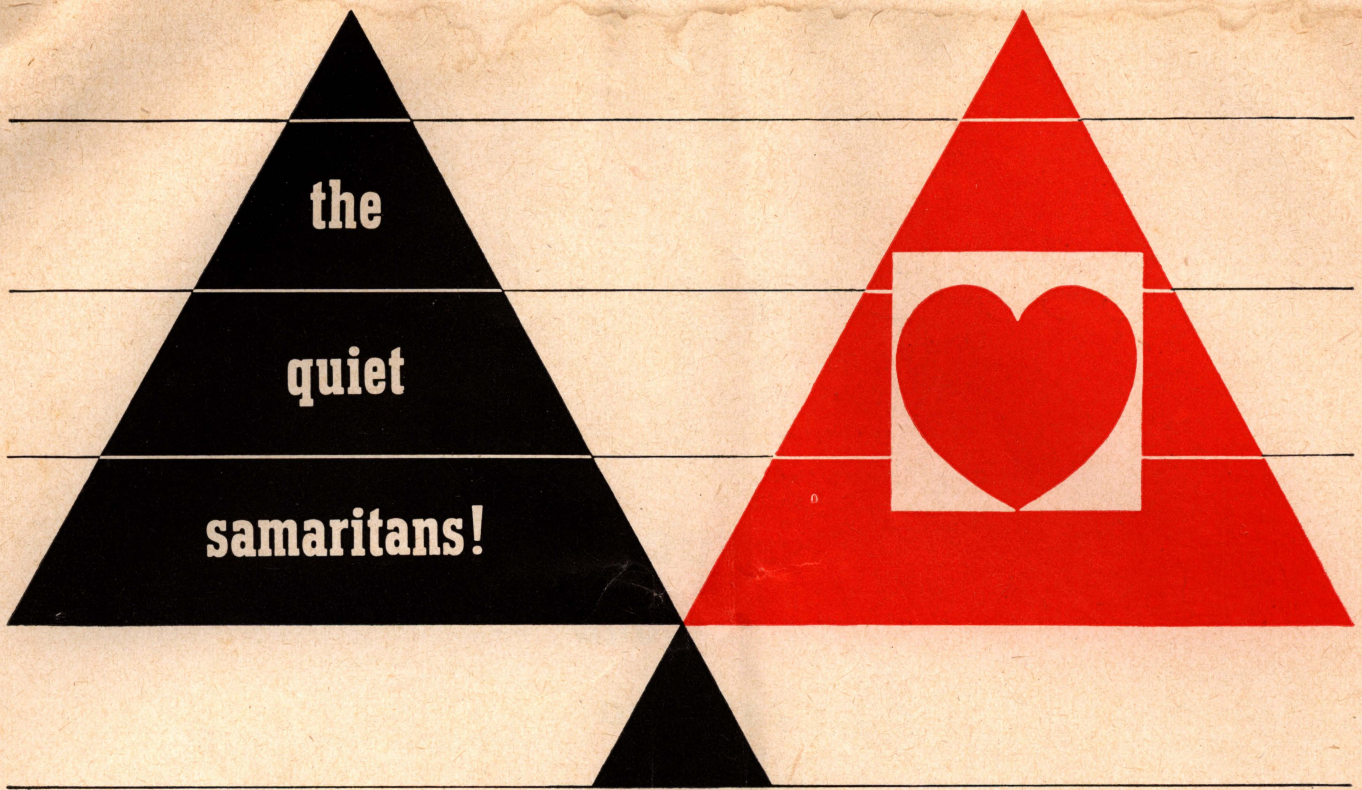

Quietly and without any fanfare, fraternal, patriotic and civic type clubs in America send great sums of money to worthy humanitarian enterprises. Without aid from these groups many charitable organizations would not be able to function. Their type of giving is not of the "flash in the pan" variety that is in one big gob and then no more; instead, these *Quiet Samaritans* set up committees which give much of their own time and effort to see that money is constantly being raised for worthy causes in their community. Unselfishly they work without any remuneration to bring happiness, love and medical care to those in need.

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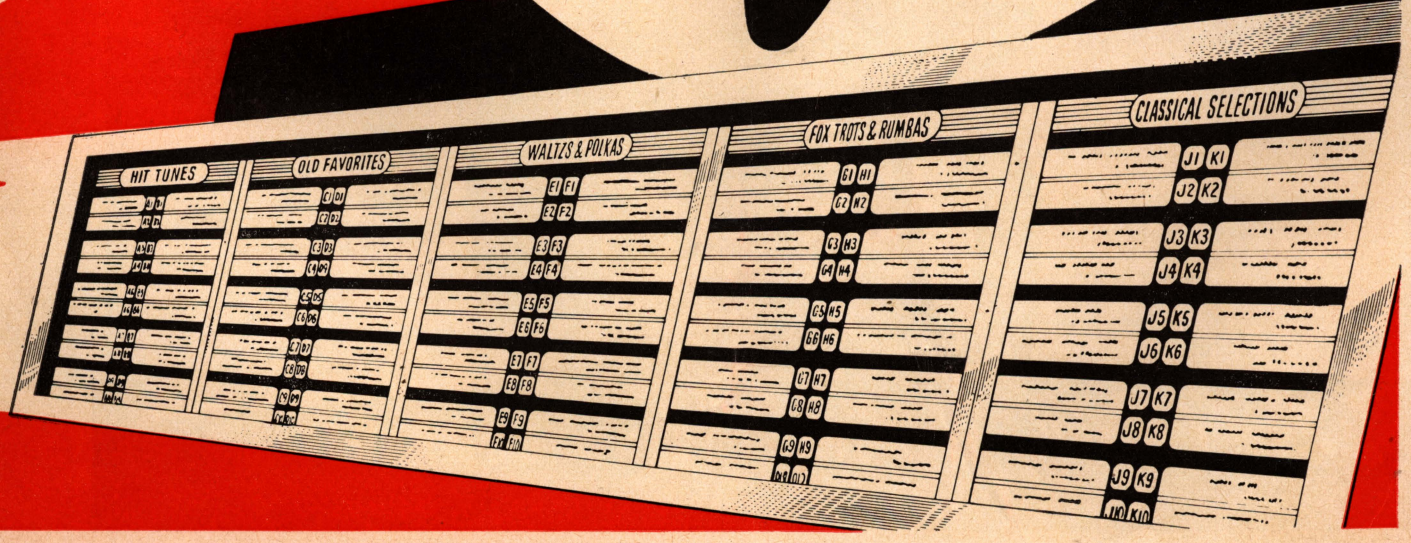
Chicago, Ill.

Proper Programming

FOR FAST REFERENCE AND EASY SELECTION

music business



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Bally TURF KING
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PLACE 5 8 12 16 24 32 48 64 96 128
SHOW 3 5 8 12 16 24 32 48 64 96
PURSE 3 3 5 8 12 16 24 32 48 64
PURSE SCORES WIN ODDS
SHOW SCORES WIN ODDS
WINNING BALL IN RUBBER SCORES DOUBLE
WINNING BALL IN SHOW SCORES DOUBLE
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7 HELD
2 HELD
3 HELD
4 HELD
5 HELD
6 HELD
WILD PURSE SHOW PLACE WIN
SHOW
PLACE
WIN

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The 204th Consecutive Monthly Issue of

★ The COIN MACHINE REVIEW ★

For the wrong that needs resistance;
For the cause that lacks assistance;
For the future in the distance,
And the good that it can do!

Vol. 17, No. 12 **July, 1950**

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The COIN MACHINE REVIEW PLATFORM:

1. *To foster and encourage localized public relations programs for the good and welfare of the Industry.*
2. *To support adequate national trade associations and advocate the formation of local and regional associations to affiliate themselves with the national for mutual benefits.*
3. *Promote, encourage and publicize a National Coin Machine Week, to be set yearly to correspond with the week during which the national Industry show and convention is held.*
4. *Promote, encourage and publicize a National Automatic Merchandising Week, to be set yearly to correspond with the week during which the national vending machine trade convention is held.*
5. *Encourage and promote standard distributing firms and practices within the Industry whereby the maximum protection is guaranteed the operator in the sales and servicing of new products.*
6. *To oppose unfair and discriminatory taxes of all kinds on coin-operated devices and services.*
7. *Urge the repeal of the federal excise tax on coin-operated machines.*
8. *Encourage a uniform decimal system of coinage in all nations to promote the use and export of coin-operated devices.*
9. *Encourage the wider use of coin operation on new devices, services and inventions.*
10. *Publicize the immense benefits of coin-operated devices and services to stores, factories and establishments of all kinds.*

The COIN MACHINE REVIEW CALENDAR

JULY 1950						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SPECIAL DATES

July 4—Independence Day.

July 16—Fifth Anniversary of First Atomic Bomb Explosion.

COMING CONVENTIONS

July 10-13 —National Assn. of Music Merchants (Retail), annual convention, Palmer House, Chicago.

Nov. 12-15—National Automatic Merchandising Assn., annual convention and exhibit, Palmer House, Chicago.

April 9-11 —American Coin Machine Manufacturers Assn., 1951 annual convention and exhibit, Hotel Sherman, Chicago.

TRADE MEETINGS

July 3—Illinois Amusement Assn., regular meeting, Rockford.

July 3—Amusement Machine Operators of Greater Baltimore, regular meeting, Baltimore.

July 6—Washington Music Guild, regular meeting, Washington, D. C.

July 6—Phonograph Merchants Assn., regular meeting, Cleveland.

July 11—Amusement Machine Assn., regular meeting, Philadelphia.

July 11—Automatic Phonograph Owners Assn., regular meeting, Cincinnati.

July 11—California Music Guild, regular meeting, Oakland.

July 13—Michigan Automatic Phonograph Owners Assn., regular meeting, Detroit.

July 13—Music Operators Assn., regular meeting, Akron, Ohio.

July 16—Amusement Machine Operators of Greater Baltimore, regular meeting, Baltimore.

July 18—Music Operators Assn., regular meeting, Indianapolis.

July 21—Central Illinois Phonograph Operators Assn., regular meeting, Peoria, Ill.

July 25—Automatic Music Operators Assn., regular meeting, New York City.

July 25—Amusement Machine Assn., regular meeting, Philadelphia.

July 25—Automatic Phonograph Owners Assn., regular meeting, Cincinnati.

July 27—Music Guild of America, quarterly meeting, Newark, N. J.

July 27—California Music Guild, regular meeting, Sacramento.

July 27—Western Vending Machine Operators Assn., regular meeting, Los Angeles.

COMMENTS

by

PAUL BLACKFORD

If the Coin Machine Industry is to continue support of three or four trade shows a year, it would seem a good idea that the shows be held in the same city during the same week each year.

Despite the high degree of specialization prevalent in the field today, the fact remains that the industry embraces many operators who take care of all their locations' automatic needs be they amusement, vending or service devices. It is this operator who, under the present arrangement, is the forgotten man of the business for neither is he inclined, or willing, to make three and four treks a year to some key center to attend a trade show. But this same fellow would welcome the opportunity of a once-a-year check on what's new in the varied fields in which he operates.

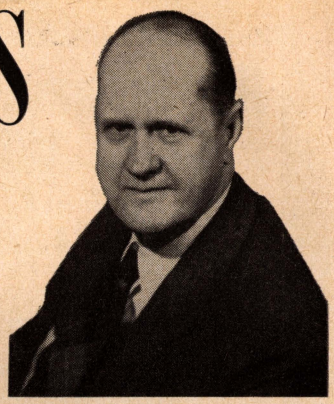
It's a foregone conclusion that Chicago is the logical place for trade shows in our field because of its accessibility and because the majority of manufacturing is centered there. About all that is left to decide is the time of the year for the annual events. ACMMA has determined that April is the best month. NAMA picks November and MOA used March. CMI selected June as the logical month as the result of a poll last year. Each group professes to have logical reasons for selecting the month they have but it would seem that an agreement could be easily reached on this point so that the date would suit everybody.

With a unified showing each group could retain their own individuality for each could exhibit at different hotels if such was deemed advisable, or all four could exhibit at one large place and divide the exhibits according to the type of equipment shown.

But the most important of all is to have the events at the same time for the operators', jobbers' and distributors' convenience. Each show would enjoy a better attendance and more benefits would accrue to all concerned.

by

WALTER HURD



For the months of July and August the coin machine business will react to the general practice of plant closings for a vacation period. Less has been said in newspapers and magazines this year on the subject than last, but the idea seems to have taken firm hold on the industrial life of the nation. Since Independence Day comes so early in July, breaking almost into the middle of the first week of the month, it will mark the most natural period for plant vacations this year. Reports from the coin machine trade during the next two months will be colored by the vacation season.

It is natural to wish that we could have a boom without anybody talking about caution signs, or the necessity of thinking how soon the boom will run its course. We could wish also that booms would be possible that have no spots in them but that is probably impossible. Operators are inclined to say they are not sharing enough of the boom that is supposedly on in many industries. In any case, the latest report on building of new stores and other locations shows gains that are almost unbelievable.

NAMA does what is called a real promotional job for its annual conventions. Beginning to promote the next convention almost on the closing day of the current meeting, it builds up the convention idea through the year. Also, the program of regional meetings is a perfect setting for building up convention sentiment.

The state and city music associations do as good a job in promoting a convention for music merchants —or can do as good a job. With this spread of local organizations as a background and support, the Music Operators of America can look forward to the growing importance and value of its annual meetings.

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The Economic Picture

A condensed report on business today and how present trends affect the Coin Machine Industry.

While urging caution, one financial paper recently described the 1950 boom as rolling merrily along. Some industries and many individuals and firms are not getting a real share of the boom, but there is general agreement that the economic picture is at a high level.

Some business leaders expressed the need for caution as July drew on and a group of four prominent economists ventured a guess that a downturn by 1951 seems probable.

For the Coin Machine Industry, the convention held by the American Coin Machine Manufacturers Assn. in Chicago, May 22-24, proved a tonic for the business. It revealed more new machines than had been expected, that the distributor ranks of the trade are stable and ready to put more push into business, and also set a higher record for attendance than had been expected. The convention suggests that the Industry is beginning to feel the spirit of the general business boom and that operators may begin to get a better share of it.

July and August are just ahead and these two months always bring some changes in the outlook of the coin machine trade and also the country as a whole. Vacations and tourist trade are in order and the general trend of plants to close for a general vacation period is expected to be widespread.

Among all the reasons given for prosperity, there are two highly debatable factors that seem to be winning for the time being:

1. When business began to slide last year, many said it was due to price declines and that a high price level was needed to maintain a high level of employment and trade. A rising price level has come along and it seems to be a winning theory for the present.

2. Business leaders readily agree that government money is doing much to promote business activity, in appropriations for the military, in a growing foreign aid program and in government money for a bigger housing program. Everybody wonders just what will be the end of all this, however, and this may be the reason for expressions of caution and doubt that come from business leaders.

The competition between "hard goods" and "soft goods" is showing up decidedly in the present picture and is an important item in the earnings of coin machine operators. A shift to greater spending for "soft goods" had been expected by summer but the shift had not come, according to reports available for this review.

People are still spending their money for autos, electric appliances, television sets, homes and home furnishings. This is a big factor in today's business picture and accounts for some lines of business being on the downside. It has a lot to do with the coin machine business.

Movie theaters are still on the low side in attendance and it is not due to a depression, but rather that money is going for important things like homes and autos. Taverns and other good locations for coin machines feel this trend.

Those reporting agencies that keep close tab on business activity, like *Barron's* and the *New York Times*, agree that the average level of business at the present time is well above the first half of 1949. The high level of employment reached by April this year should be a great help to summer tourist trade.

A review of various reports on factors in the general business picture follows:

AUTOMOBILES — The industry continues its optimistic trend although summer means a slack in its high rate of activity. Automotive engineers in a recent convention talked chiefly of automatic transmissions and new advances in engines. Costs seem certain to increase for motorists. After declining for five months, the average price of gasoline in 50 cities began to climb in May, the average price on May 1 being 26.6 cents per gallon. Tire prices have been advancing also.

BANKS—The banking business is good and also making profitable gains. Official report on last year shows assets of banks at an all-time high, total loans up in spite of decline in business loans, and deposits higher; net earnings for banks in 1949 gained about 12 per cent. Bank clearings were increasing as of June 1, Baltimore, Seattle and Dallas areas showing the biggest rate of gain; bank clearings had declined through April. Business loans have been declining for two months while other types of loans are increasing.

BUSINESS FIRMS — The number of new firms incorporated has been showing a month-to-month decline this year, but the rate still is above that for the same period last year; the total for the first quarter of this year was about 20 per cent above the first quarter of 1949. The rate now is well below the high rate of 1946, however.

The weekly rate of business failures is now running about 202, compared with a rate of 177 per week a year ago; but rate of failures is still below the prewar rate.

CREDIT—Total consumer credit is soaring upward and about half of the increase is for autos. Government report for April put the grand total of consumer credit in April at 18.6 billion dollars. National Assn. of Credit Men in recent convention said

credit situation is still normal and not a cause for alarm, but that present rate of increase should be watched.

The most optimistic view of the present credit and loan situation comes from savings and loan banks; they have been able to meet the heavy demand for loans from current receipts and have not had to dip into reserves; they foresee continued low interest rates and longer terms.

CONSTRUCTION—The boom stage in new homes is still on and the experts say it will continue through the year; financing seems ample on favorable terms. Operators will be interested in the government report that in April contracts for business buildings began to make good gains, jumping 137 per cent in that month above April 1949.

CROP REPORTS—Most reports in early June continued favorable for big crops, but it was still too early for crop news to start a lower price trend on commodities. The usual summer drought months are still to be faced also.

EMPLOYMENT—At the time of this review the nation was encouraged by the government reports for April and May gains in total employment. The unemployment total in May dropped to a low for 13 months; the closing of schools and the usual summer slack was expected to halt the upward climb in total jobs temporarily at least. Good news for operators was the report that factory layoffs in April were the lowest since 1948; only about 18 workers in 1,000 met layoffs in April this year compared with 28 in 1,000 in April 1949. Factories are reported to be hiring new workers at about the rate of 35 per 1,000 for the first five months of this year. One financial paper reviews the situation by referring to "startling improvements in employment since March."

The number of teen-agers and of married women seeking employment has greatly increased. The annual gain in total number of workers is now put at 1,000,000 persons and reports say the gain in total number of jobs is not that fast.

FOREIGN AID—This item is listed because it is important in the national business picture and in furnishing business to many factories. Later reports will show what Congress does in appropriating funds for increased foreign aid.

FREIGHT—Congress passed the O'Mahoney freight absorption bill which is said to clarify the situation on selling goods at delivered prices. It was a victory for large industries that had been expected.

INVENTORIES — Inventory buying by factories made real gains in May and the rate was expected to continue through June; firms are said to be buying for longer periods ahead now. Some thought the increased buying was to catch up from the steel and coal strikes; firms are buying all the steel they can get and even buying in black markets. Rising price trends increased the pace of inventory buying also.

INCOME—A government report shows consumer income in March at the $212,000,000,000 a year level, the gain being chiefly in wages and salaries. Factory pay rate climbed for five months, reaching average weekly rate of $56.89 in April, about $3 higher than a year ago. Increase was largely due to longer work weeks, the average in April running at about 39.7 hours per week. An official report revealed the serious fact, however, that output per worker has been boosted by cost-cutting machines and causes shifts in employment. Output per worker is gaining faster than the rate of increase in jobs. Farm income is off considerably.

MATERIALS — Operators' hopes for eventually low-priced machines are not being encouraged by the materials picture —especially by the trend in prices of metals. The price trend is definitely upward. One report has the encouraging news that the boom in metals may level off during the summer. But rising prices for nearly all metals has led a general price rise in many commodities and the effects of the high cost of materials last for many months. Reports of a tight steel supply increase and some industries are already buying ahead for September and find the supply shortage increasing, with slower deliveries. Most reports say materials prices will increase for several months yet.

PROFITS—Corporation profits are still on a rising trend which started late in 1949; the rate is still far behind the top profit year of 1948, however. The cash dividend total paid by corporations is also increasing. The trend of 1949 still holds —the increase in profits and dividends is chiefly among larger firms.

PRODUCTION—The two principal barometers published by business firms show the level of production increasing steadily for most industries. Early this year factory orders hit a postwar record for dollar volume and the rate is still rising. Industrial output has increased for five straight months, boosted by home building and inventory buying. The output level is about 25 points above the low point of last July.

Industries still on the low side are farm equipment, shipbuilding, railroads, coal mining, textiles and others.

PRICES—Many said during the recession last year that prosperity can only be maintained by high price levels. The price level is now rising along with the increases in general business. Food prices are on a rising trend, although on May 15 official reports showed the food price level to be slightly below one year ago. Farm prices are rising but the price level for farm products in April and May was still below parity.

It seems that the price level had held fairly steady for eight months, then a slow increase of about one point a week set in. The experts do not expect a runaway in price advances but they do expect the price level to continue to rise for some months.

RETAIL TRADE — Retail trade generally is not gaining along with the boom, except on building materials and appliances. One trade magazine predicted that June trade would probably hold even with last year. Latest government report shows such locations as filling stations and drug stores holding on a level with last year, while grocery stores, eating and drinking places and others are below the same time last year in dollar volume.

WAR AND DEFENSE—Congress seems certain to increase the total outlay of government money for all phases of the defense program, and business is stimulated thereby. Reports on the actual probability of a shooting war are too confusing to draw conclusions.

A survey among small-town newspapers in one state recently found nearly all of them suggesting a shooting war with Russia after the U. S. plane was shot down over the Baltic recently. If this is typical sentiment for the nation, it will have a powerful influence on Congress. None of the small newspapers mentioned that the U. S. plane shot down was known to be spying on Russian fortifications. It would be impossible to estimate how much of the present boom can be credited to war and defense plans but it is a definite part of the picture.

The outlook is that the stimulus to business from outlays for military and allied purposes will continue for a long time, and this fact may stave off any recession in the next year or so.

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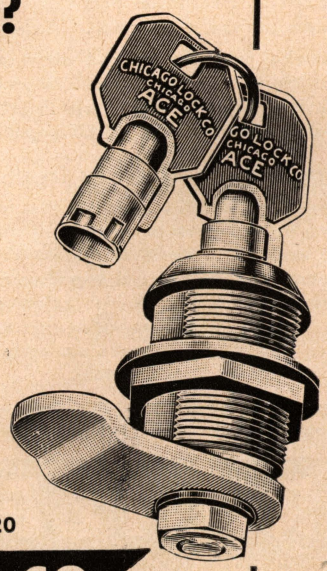

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All-Industry Convention Shows Trade Moving Ahead

CHICAGO—The first annual All-Industry Coin Machine Show sponsored by the new American Coin Machine Manufacturers Assn. was a success above the expectations even of those who sponsored it. Even the adverse newspaper publicity that had been feared by some, due to the national drive on gambling, did not appear. The attendance was around 2,500 and the distributing division of the Industry was especially active in attendance, in meetings with manufacturers and in buying.

After getting the views of the trade about the timing of the convention, ACMMA quickly decided on the next convention date for April 9-11, 1951. This move would put the convention early enough for increased spring buying, delegates from various parts of the country thought.

The display booths had been a sellout before the convention date and the representation of machines covered all phases of the Industry. Operators commented that more new machines were on display than they had expected.

A good picture of the variety of machines on display was contained in the official "Catalog of Products" in the convention directory published by ACMMA. This listing of the various types of machines is given below, with names of manufacturers showing each product. Addresses of these various firms will be found in the 1950 SOURCE BOOK, or in the case of new firms will be listed after the name of the manufacturer:

Air-Conditioners (coin-operated) — Kool-Sleep, Inc., 519 Wheeling Ave., Cambridge, Ohio.

Ball Gum—Leaf Brands, Inc.

Bell Machines — Bell-O-Matic Corp., Buckley Manufacturing Co., O. D. Jennings & Co., Pace Manufacturing Co., Watling Manufacturing Co.

Bowling Games—Bally Manufacturing Co., Edelco Manufacturing Co., H. C. Evans & Co., International Mutoscope Corp., J. H. Keeney & Co., United Manufacturing Co., Universal Industries, Inc.

Candy—Leaf Brands, Inc.

Charms — Karl Guggenheim, Inc., 33 Union Square, New York.; The Penny King Co.

Coin Changers—A. B. T. Manufacturing Corp., National Rejectors Service Co., 4907 Fullerton Ave., Chicago.

Coin Chutes—A. B. T. Manufacturing Corp., National Rejectors Service Co.

Coin Counters—Globe Distributing Co.

Coin Mechanisms—A. B. T. Manufacturing Co., National Rejectors Service Co.

Coin Sorters—Globe Distributing Co.

Coin Wrappers—Globe Distributing Co.

Cold Drink Dispensers — Tap-Mixers Service, 163 First Ave., Atlantic Highlands, N. J.

Consoles — Baker Novelty Co., Bally Manufacturing Co., Buckley Manufacturing Co., H. C. Evans & Co., J. H. Keeney & Co., Inc., Pace Manufacturing Co., Universal Industries, Inc.

Counter Games—Citation Novelty Products Co., Inc., 1500 Union Ave., Baltimore, Md.; Groetchen Tool & Mfg. Co., Marvel Manufacturing Co., Monarch Coin Machine Co., R. C. Walters Manufacturing Co.

Cranes—Como Manufacturing Corp.

Dice Games (coin-operated)—Citation Novelty Products, Inc.

Exercising Machines — International Mutoscope Corp., Memphis Metal Mfg. Co., Inc., 795 Tanglewood St., Memphis.

Hot-Dog Dispensers—Geo. Sylvan Electric Corp., 7558 S. Chicago Ave., Chicago.

Locks—Deutsch Lock Co., Inc.

Phonographs — AMI, Inc., Buckley Manufacturing Co., H. C. Evans & Co.

Photograph Machines — Auto-Photo Co., International Mutoscope Corp.

Pin Ball Games—Bally Manufacturing Co., J. H. Keeney & Co., United Manufacturing Co., Universal Industries, Inc.

Pool Tables (coin-operated) — Edelco Mfg. and Sales Co., Fischer Sales & Mfg. Co., 210 N. Ewing Ave., St. Louis.

Quiz Machines—Telequiz Corp.

(See ALL-INDUSTRY SHOW, Page 14)

New ACMMA Leaders

CHICAGO—At the annual meeting of the American Coin Machine Manufacturers Assn. here on May 22, the following directors were elected:

For 3-year term—Herb Jones, Bally Manufacturing Co.; Vincent C. Shay, Bell-O-Matic Corp.

For 2-year term—G. F. Haley, Buckley Manufacturing Co.; Rex Shriver, H. C. Evans & Co.

For one-year term—D. W. McClay, O. D. Jennings & Co.; William J. Ryan, Universal Industries, Inc.; John Conroe, J. H. Keeney & Co.

The board of directors met on May 24, during the annual convention, and elected the following officers:

Herb Jones, president; William J. Ryan, vice-president; Vince Shay, secretary; D. W. McClay, assistant secretary; G. F. Haley, treasurer; John Conroe, assistant treasurer.

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"They were warned not to start discussing the boss's hobby with him!"

The Fight Against High Taxes Must Keep Rolling

"I say that your magazine should fight for the repeal of local and federal taxes. They get enough money in the income, wage and other taxes."— A. K., Philadelphia.

Attention has been centered for many weeks now on the actions of Congress in shaping the 1950 omnibus tax bill and the many items that go into it. The Industry has been much interested in the prospects for repeal of the federal excise tax on machines.

At this time it is not possible to say what will happen to the tax bill on its way through both Houses of Congress, but the first reports of the House Ways and Means Committee indicated that the coin machine excise would not be repealed.

As our Philadelphia reader suggests, the tax fight is a broad one and covers city, county, state and federal fields and when a fight is over on one field, it often happens that tax threats rise up in another. That is why the fight for fair and equitable taxes must be kept up continuously, why operator organizations must always be prepared to petition for hearings and to offer facts and figures in behalf of operators.

If the federal tax on amusement and music machines still stands, as it now seems likely to do, it will not be a signal for operators to let up in their vigilance on the tax question. There seems to be a kind of custom over the land for cities and states to wait until Congress gets through with its tax ideas and then the other government divisions look over the field to see where they can get more revenue.

While there is a usual breathing spell during the hot summer, yet fall is not far away and fighting organizations should always be ready to put up a good defense. Fortunately, there should be a good breathing time before state legislatures get into action again—the big majority of them scheduled for regular sessions again in the first half of 1951.

If it stands that the trade failed to get repeal of the federal tax, it is evident that the times are against such repeal. It is almost like the stress during the year 1941 when the federal tax on coin machines took shape. Then it was the national desire to be prepared for defense in case of war, and the need for much revenue to build up the nation's defenses. Now, the nation is moved with a new desire to be fully prepared and the present summer is witnessing an increasing demand for revenue to improve our outlook. At such a time repeal of the federal tax on machines may not have been in the cards.

But this situation should lead the trade to a redoubling of plans and efforts to prevent new taxes on coin machines and also to amend some of the high license taxes already on the books.

The national level of business seems to be high, although operators themselves are squeezed by high costs, and when national business is good the states and cities find the flow of revenue holding up well also. Hence, the time is such that states and cities are not pressed to put high taxes, or any taxes at all on coin machines.

It is true that many states have piled up revenue needs to pay bonuses to veterans, and still others have skyrocketed the need for funds through passage of pension and compensation laws. But sales and cigarette taxes are proving to be the best sources of revenue to meet these big pension and bonus demands.

While the stress is on cigarette and sales taxes, it may be an opportune time to get better consideration for machines. Operators do not want in any way to encourage taxation of cigarettes, or any other business, but the tax fight is such that one trade must fight for relief while another business is in the tax limelight.

The National Automatic Merchandising Assn. has in the last year or so set a good example to the whole Industry as to what can be done through a constructive program of tax action. In addition to defeating new tax proposals, the NAMA program has led to repeal or modifying tax laws that had been on the books for some time. This constructive work called for long preparation, a lot of ground work, and a lot of educational work to arouse operators to the need of making a fight.

It is the need to arouse all operators to the importance of the tax fight that evidently leads so many of our readers to suggest that THE REVIEW help in the cause by continually stirring up operators. It seems that many operators wait too long to get into the fight, or maybe never give full support—until everybody has to pay and pay in the form of high taxes.

In addition to what THE REVIEW can do in passing the word along the line, there seems no better way to get operators aroused in time than to hold meetings and to have somebody talk on taxes who knows the subject. This is a plan that all organizations should put into operation and keep going, even though many operators seem never to be aroused or to take any interest in the subject until a tax bill is already about to become law.

It is a good time now to begin to arouse the trade, even though summer is hard on organizations and on holding trade meetings. Organization leaders and farsighted operators will have to take the first step and work hard to arouse others.

—Walter Hurd

ALL-INDUSTRY SHOW

(Continued from Page 12)

Salesboards (coin-operated) — R. C. Walters Mfg. Co.

Scales—A. B. T. Manufacturing Corp., Watling Manufacturing Co.

Shoe Shining Machines — Northwest Engineering & Mfg., Inc., 3114 West 28th St., Minneapolis.

Shuffleboards — American Shuffleboard Co., Coin Machine Service Co., 1547 N. Fairfield Ave., Chicago; King Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.; Monarch Coin Machine Co., National Shuffleboard Co., Purveyor Shuffleboard Co., Shuffleboard Specialists, 1114 S. Michigan Blvd., Chicago, Valley Shuffleboards, Inc., 333 Morton Ave., Bay City, Mich.

Shuffleboard Accessories — American Shuffleboard Co., Buckley Manufacturing Co., Coin Machine Service Co., Empire Coin Machine Exchange, King Pin Equipment Co., Monarch Coin Machine Co., National Shuffleboard Co., Purveyor Shuffleboard Co., Royal Products Co., 926 W. Irving Park Blvd., Chicago.

Shuffle Games — Bally Manufacturing Co., H. C. Evans & Co., J. H. Keeney & Co., United Manufacturing Co., Universal Industries, Inc.

Skee-Bowl Games — Edelco Mfg. & Sales Co.

Skill Amusement Machines — ABCO Novelty Co., 2009 W. Iowa St., Chicago; A. B. T. Manufacturing Corp., Baker Novelty Co., Edelco Mfg. & Sales Co., H. C. Evans & Co., International Mutoscope Corp., Play-Write Corp., 596 S. Main St., Akron, Ohio; Telequiz Corp.

Slug Rejectors—A. B. T. Manufacturing Corp., National Rejectors Service Co.

Trailers for Coin Machines—Morrison Steel Products, Inc., 619 Amherst St., Buffalo, N. Y.

Vendors, Ball Gum—First Distributors, 1748 W. North Ave., Chicago; Harris Gaylord Mfg. Co., 660 S. Rochester Rd., Clawson, Mich.; Northwestern Corp., Oak Manufacturing Co., Penny King Co.

Vendors, Bulk Merchandise — Harris Gaylord Mfg. Co., Northwestern Corp., Oak Manufacturing Co., Penny King Co.

Vendors, Candy — Automatic Products Co., Harris Gaylord Mfg. Co., Northwestern Corp., Oak Manufacturing Co., Penny King Co.

Vendors, Cigarette — Automatic Products Co., O. D. Jennings & Co., J. H. Keeney & Co., Inc.

Vendors, Coffee—Bert Mills Corp.

Vendors, Bottle Type Beverage—Mills Industries, Inc.

Vendors, Cup Beverage—Mills Industries, Inc., SuperVend Sales Corp., 134 N. La Salle St., Chicago.

Vendors, Fresh Fruit — Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles.

Vendors, Hot Drink—Bert Mills Corp., SuperVend Sales Corp.

Vendors, Postage Stamp—Northwestern Corp.

Vendors, Post Card — International Mutoscope Corp.

Vendors, Sanitary — Twin-Tex Vendor Mfg. Co., 12653 S. Irving Ave., Blue Island, Ill.

Voice Recorders—International Mutoscope Corp.

The success of the convention added laurels and Industry commendations to the leadership of Herb Jones and Vince and Grant Shay. It was a compliment to the pioneer membership of the ACMMA also.

In the amusement field, the shuffle-bowling type of games made a good showing but some of the well-known manufacturers of this type of game did not display. Based on the convention showing, shuffle games will mark up another good year.

The standard shuffleboards were enlivened by the showing of new boards and accessories and one firm announced a trade-in policy of sales. The national tournament of ASLI was also getting under way at about convention time at Peoria, Ill.

Music demonstrated a new vigor, more so than the number of music displays would indicate. At least three phonograph manufacturers held meetings of distributors at convention time and other music firms welcomed their distributors from all parts of the country. Rock-Ola gave a preview of its new 50-selection machine to distributors.

Bulk vendors gave evidence of an increasing vigor in this field, following the slowing of bulk vendor sales in 1949. New machines and even new names in the field added to the signs of progress.

Machine prices, always a convention floor topic, was not enlivened by any surprising announcements. Automatic Products announced a price reduction on its cigarette vendor. While the convention was on, a decided price advance was under way in the materials field.

Chicago factories as usual played host to visiting coin men and the factory visits were an important part of the convention time.

Convention topics also included the activities of Congress and more hearings on the Johnson and Preston bills were to come up early in June. But Congress was already getting bogged down on the tax and other major bills and it became evident that the anti-crime drive might stall. Newspapers had also increased their opposition to the Johnson and Preston bills, a fact that may have much to do in defeating them by inaction.

Good news was in the fact that the House Ways and Means Committee seemed certain to omit counter games from the $100 excise tax, a move that would greatly encourage this type of machine.

Digger Appeal Gives Rise To Case Against Officers

PHOENIX, Ariz. — City and county officials have been ordered to face contempt charges after officers picked up some 60 "digger" amusement machines in Phoenix territory recently. The Superior Court had previously ruled that the machines were not gambling devices and a permanent injunction was issued about a year ago against confiscation of the machines by the city or county.

The case regarding the claw machines is under appeal to the Arizona Supreme Court.

Old favorites are still the best sellers in Phoenix candy vendors. Melvin Sova (U-Select-It Vending Service Inc.) finds that Baby Ruth (Curtiss), Hersheys and Love Nest (Euclid) continue to be the best income producers in the machines.

Camel cigarettes are still leading vending machine sales in Phoenix, according to Talman Andress of Andress Cigarette Service.

Other brands in order of their vending popularity in May are: Lucky Strike, Chesterfield, Philip Morris and Old Gold.

Guy Lombardo's Decca waxing of *Third Man Theme* is still getting the most plays in Arizona music boxes, according to Max Cooke of the Cooke Music Co. in Phoenix, large Seeburg operators in Arizona.

Victor's *My Foolish Heart*, with Mindy Carson, is second in the early summer collections. *There's No Tomorrow* and *It Isn't Fair* are two hits that are income producers despite a wane in their popularity.

Newcomers, popular in Phoenix, are Decca's Andrews Sisters' chanting *I Wanna Be Loved* and Gordon Jacobs' rendition of *Bewitched.*

Ideal's *La Mucura*, with Bito Villa, tops the Spanish-Mexican hit parade, with Peerless' Trio Los Jaibos doing *Un Corazon* a close second. *Pobre Corazon* (Victor) with Fernando Fernandez is third in the Mexican music box collections.

Race hits include *Double Crossin Blues*, with Johnny Otis (Savoy), Johnny and *Cry Baby* (Regent) and Joe Liggins with Specialty's *Pink Champagne.*

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SPECIAL ENTRY	59.50	CITATION f.p.	249.50
BALLY ENTRY	49.50	KENTUCKY p.o.	449.50
JOCKEY CLUB	69.50	CHAMPION f.p. like new	469.50
JOCKEY SPECIAL	79.50	FAVORITE f.p. & p.o. original cases	149.50

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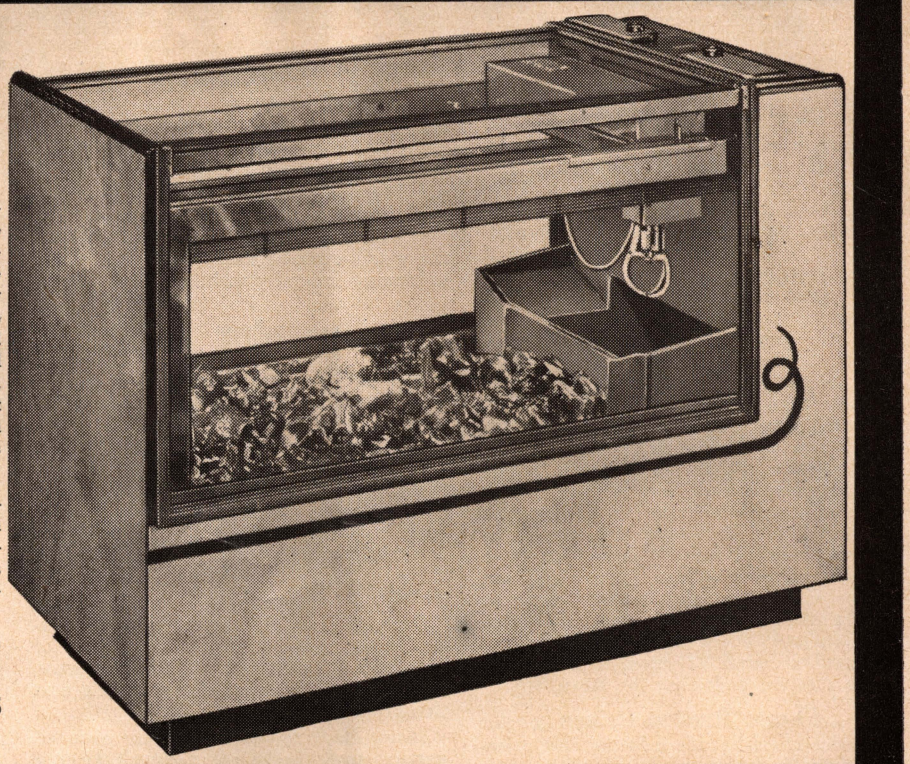
HOLLYCRANE is cheat-proof, pilfer-proof, slug-proof. Requires a minimum of attention—gives a maximum of service. Easy to dress—entire chassis slides out for easy access. See this revolutionary amusement device today!



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The NATION'S CAPITOL

CONGRESS MAY NOT PASS TAX BILL . . . CONFUSION ON ANTI-GAMBLING BILLS . . . ACTION ON PHONO RECORD PRICES . . . BUSINESS BOOM AND POLITICS.

Reported by R. S. RAMSEY

A Look at Congress

Congressional sentiment is definitely against the coin-operated gaming device. That this sentiment will result in concrete action in the remaining days of the current session is problematical. The decision of the House Ways and Means Committee to vote an increase to $150 in the $100 gaming device tax was influenced by the hearings on the Johnson-Preston bill held by the House Interstate Commerce Committee. Prior to the hearings, the tax committee took a quick look at coin machine taxes and tentatively voted to leave them intact, with the exception of an exemption for the penny amusement device. At practically the last possible moment, the tax group wrote the increase into the omnibus excise tax bill.

Because of the proposed increase, it is probably just as well for the Coin Machine Industry as a whole that the excise bill is now given only an outside chance for enactment. On an Industry-wide basis, the gaming machine tax increase would outweigh the indirect benefits that would result from reductions in the other excises. In the political sense, the whole excise situation is turning out very nicely. For the average citizen, it is developing into more Congressional fiddle faddle.

Members of the House all face elections. With the aid of their tax committee, they were able to vote for reductions in excises affecting most of their constituents with the comforting thought that even though the potential loss to the Treasury would be immense, either the Senate or the President would take them off the limb by blocking the bill. By the end of June, it appeared that it wouldn't even be necessary for the President to veto the measure; that House and Senate delay would effectively stymie the tax legislation.

There is still the chance that Congress will shake off its lethargy and turn out a reasonable bill that the President can sign. If not, the present tax rates are unlikely to be reduced for quite a while. Next year the deficit will be even higher than for this year. More important, there will be no elections, and tax reductions rarely come in a year when no Congressman has to face the electorate.

Those Gambling Bills

The chances of the Johnson-Preston bill to become law in some form are about 50-50. There is virtually no chance that it will become law in the vague and ambiguous form in which it slipped by an unaware Senate. Justice Department, whose staffers usually exhibit a high and occasionally biased degree of intelligence, slipped badly on the bill. Though state law enforcement officials drafted the loosely worded definition of a gambling device, Justice took the responsibility of sponsoring the bill before Congress. At the start of the hearings, a Justice representative said pin balls would be banned by the bill. After committee members blasted the all-inclusive definition, Assistant Attorney General Peyton Ford wrote the group that it would be okay to list a specific exemption for amusement games. Yet, when the committee recently re-opened the hearings, Drew O'Keefe, special assistant to Attorney General McGrath, said Justice wanted the broad definition kept. He told a somewhat startled committee that the Ford letter "was meant only to clarify the committee's thinking."

During the resumption of public hearings, a strong plea for exemption of salesboards was made by J. Bond Smith, Hamilton Manufacturing Co., Minneapolis. Smith said that he didn't think the bill as written affected the boards, but urged the committee to reject Federal Trade Commission's recommendation to add them to the list of restricted devices. Smith declared that the small merchandiser and the small retailer need salesboards as a method of advertising in order to compete successfully with large rivals with unlimited advertising budgets.

A representative of the National Association of Attorneys General, the group which requested the bill and a companion bill outlawing dissemination of race data, admitted that the bill as drafted is too broad. He told the House group that it would be hard to prosecute anyone for a criminal act when the act itself is not rigidly defined. The witness, Maryland Attorney General Hall Hammond, said he was most concerned with the procedure which makes the assumptions that gambling devices are illegal within a state unless certified legal by the state governor. Maryland, Hammond pointed out, has four counties which voted to legalize bells, while the remaining counties ban them. He added that it would be well to amend the section to allow state legislatures to do the certifying. This suggestion was disputed by committee members.

The recent New York State court ruling that the use of charms in gum and nut

vendors is illegal puzzles Internal Revenue Bureau officials. They point out that the last time Congress amended the coin machine tax law such vendors were specifically exempted from the gaming machine tax. The New York court, however, ruled the machines in violation of gambling laws.

Cigarettes Hold Well

Cigarette sales are holding up surprisingly well, according to Agriculture Department. The agency had figured there would be a falling off from the all-time record set last year. However, cigarette sales for the first 1950 quarter were ahead of the same 1949 period by almost 3%.

Operators can expect little change in cigarette buying habits even if Congress votes the proposed tax cut for economy brands. Spokesmen for smaller ciggie firms have stated that the cut would give them no more than 5% of the national market. Federal Trade Commission figures the name brands now have about 97% of the market. FTC supports the cut as an aid in reducing the present near-monopoly. Treasury, however, opposes the reduction as a revenue loss. There is a strong suspicion that Treasury was coerced into its opposition by a powerful member of the House Ways and Means Committee who happens to come from a state where most of the big tobacco firms operate. When the reduction was first proposed a couple of years ago, Treasury wrote a report endorsing the move.

Phono Record Prices

Justice Department's drive against price-fixing in the phonograph record industry should result in benefits to phono operators. The agency has struck hard and fast at the practice in Pennsylvania and is investigating the situation in other major distributing cities. Its latest move was against Philadelphia wholesalers and retailers. Four wholesalers, including Decca and Capitol distributors, and eight retail record stores were indicted by a federal grand jury on charges of conspiring to fix prices. Some six months ago, Justice cleaned up the Pittsburgh area by securing convictions. In the earlier case, a specific point in the indictment was a charge that prices were deliberately kept high to music machine operators.

The President's midyear economic report due about the middle of July will be highly optimistic. Production, employment, and buying power have all been maintained at high levels for the first half of 1950. The President, however, will warn of the possibility of a future slump; he will point especially to the drop in farm income, using statistics in an attempt to gain wide approval for the Brannan farm program. Since the report will be the last issued by the President prior to fall elections, it will emphasize the contributions to the national economy made by the Democrats and minimize the shortcomings. Truman will be on solid ground in crediting the Administration with keeping buying power high, but on shaky soil when he attempts to justify the continuing federal deficit.

One Operator Says:

The first reply to be received in answer to a survey of trade opinion came from a state bordering on the Gulf. The questionnaire was sent out at the end of last year as a part of the check on trade opinion that THE REVIEW makes at regular intervals. Digests of the various replies will be published at intervals but the opinions in the first return questionnaire received are given below in full. The operator is known nationally.

Question 1. Do you favor the trade making an organized fight for the repeal of the federal excise tax ($10 on phonos, games and $100 on bells) before the next Congress?

Ans. No, especially in the case of games and bells. A federal license keeps these types of machines going in a great many places. A federal license on pin games should be a maximum of $25 per year, whether or not free plays are reimbursed.

Q. 3. Would you like to see freer credit (financing) for operators in buying new machines during 1950?

Ans. There always has to be a tight rein on coin machine financing, because operators for the most part intensely dislike paying debts of all kinds.

Q. 4. What special objective "for the benefit of the Industry" would you like to see the COIN MACHINE REVIEW fight for during the current year?

Ans. Most important would be to separate the federal license on coin machines from bell machines, giving a separate classification to pin games whether they pay off or not. Also, advocate high licenses on pin games for cities and suggest to mayors that they use pin games for tax purposes.

Q. 5. National Coin Machine Week has been listed with the U. S. Dept. of Commerce for next June 25-30. How do you think the week should be observed?

Ans. There should be a large convention and show in Chicago for looking at new equipment, exchange of ideas, etc.

Q. 7. Some operators say that lower living costs for the consumer would do most good in boosting the patronage of coin machines; others say operators would be helped most by reducing the costs of doing business; others say operators can only make more money by putting out more machines. What do you think?

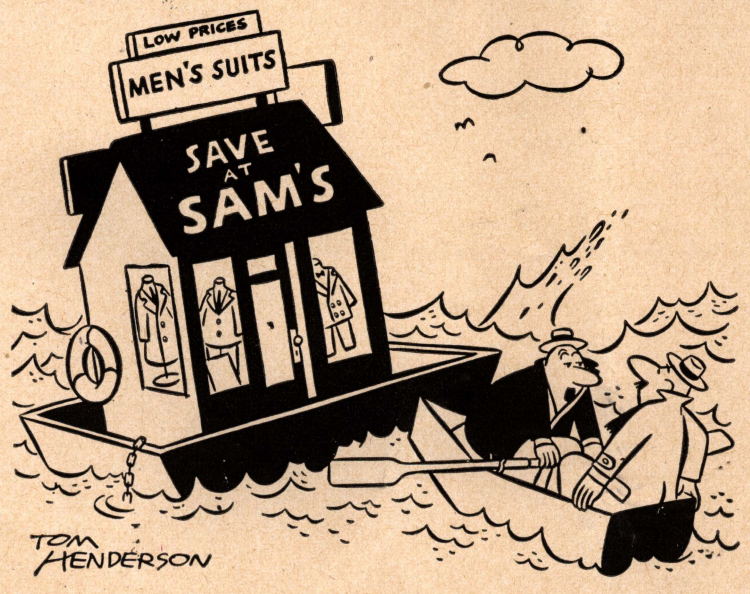
Ans. The cost of games is entirely too high, especially 5-balls. Of all the 5-balls that come out during the course of a year there are only four or five that an operator can make money with.

Q. 8. How are taverns and restaurants as locations in your territory?

Ans. Taverns are good; restaurants are just fair at the present time.

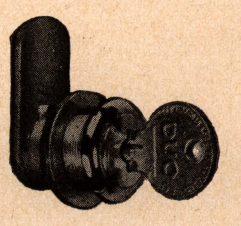
Air Freight Lower On Machs.

CHICAGO—In an announcement of reductions in air freight rates, United Airlines made substantial reductions in rates on coin-operated amusement and vending machines in eastbound shipments from eight western cities to major midwestern and eastern points. The purpose is to stimulate eastbound shipments. The new rates include a 20 per cent reduction in rate from Los Angeles to Chicago and other eastern cities.



"Of course, Sam's low prices are due to the fact that he's outta the high rent district"

FAVORITE
of Operators and Manufacturers



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NATIONAL "On-The-Spot" OPERATING REPORTS

The PULSE BEAT OF THE COIN-MACHINE INDUSTRY

Cincinnati

Reported by George Keith

General Motors cast a ray of optimism over local Industry operations, with the announcement it will hire around 2300 more men at about $1.40 an hour to help turn out Chevrolets and Fisher bodies.

Although this firm does not utilize vending machines for the convenience of its workers, some $130,000 added to the local weekly payrolls will be reflected favorably in vending receipts.

Making a nice recovery from the previous month's slight relapse, automatic music can be said to have held its own last month in relation to last year.

Les Paul's Nola, *Bob Hope and Marg Whiting's* Blind Date, *and* Bonaparte's Retreat, *with Kay Starr, were among the best nickel gatherers.*

Amusement games also held their own, while shuffleboard interest was heightened by the State play-offs for the Peoria national meeting.

Shuffle-bowling did as well as could be expected in competition with outdoor amusements.

Soft drinks came right along, and gave promise of doing as well this season, if not better than last year's phenomenal showing.

Three-column vendors did exceptionally well, it is said.

An operator who places in theaters, office buildings and industrial spots, says he favors theaters, as they are open seven days a week as opposed to the usual five for the other types.

New locations are accepting cup machines in encouraging numbers, according to reports.

Milk operators report a gratifying increase over the previous month, and show no concern over competition with various other drinks.

Coffee continues to make steady gains in favor, and since summer has been rather hesitant here, with the heat turned off in all plants, a cup of java seems to be just what the doctor had in mind.

The switch to summer bars has about been completed and candy sales were very good as compared with last month and last year.

Cigarettes have resumed their regular summer position in popular esteem, and sales increased correspondingly over last month, and compare favorably with those of the same month last year. One downtown drug store, which never indulges in cut rates, is prominently advertising cigarettes at 2 for 35, or $1.70 a carton, which is the chain store price.

Popcorn machines attracted more customers than in the previous month, and about the same as last year.

Chewing gum sales were only fair. From personal observation there seems to be nothing equal to bubble gum in appeal to the youngsters, and the inference would be that this item should appear more frequently in the penny vendors.

Interest in nuts seems to have sagged suddenly since last month, and sales were not so good.

Record folk are definitely encouraged by the way business is picking up. Sales to operators indicate the latter are on their toes as to the value of hits in their automatics.

A magical change in receipts takes place as soon as voice-letter machines are placed outside in the entrance lobbies, and this month found them doing an increased take.

Airport arcade receipts showed the results of increased travel for vacations, etc., due to balmier weather conditions.

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BUSINESS BAROMETER

JUNE 1950	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	N	B	B	N	N	N	N	N	N	N
Columbus	A	N	A	N	B	N	A	N	N	B
Los Angeles	B	B		B	N	N	N	N	N	N
St. Louis	N	B	B	N	N	B	N	B	N	X
San Francisco	N	A	A	N	N	N	N	N	N	N
Seattle	B	B	B	X	N	A	A	A	A	X
Spokane	A	B	B	N	N	N	N	N	N	N
Wash., D. C.	N	N	B	X	A	N	N	N	N	X

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Outdoor arcades returns at resorts, have only been commensurate with attendance, which has not been very good up to this writing.

Baseball attendance is off, and one of the biggest circuses, playing here with the added attraction of one of the kids' favorite cowboys, played to very disappointing crowds, when sell-out houses had been confidently expected.

On the other hand, department stores for the last week in May were 3 per cent above the same week last year, with all major cities in the 62 city district, showing improvement.

Television sales by percentages started to fall off, but were still up 147 points.

In spite of conflicting figures, employment is high here and wages are steadily keeping pace with the cost of living.

Columbus

Reported by W. C. Arthurs

Shutdown of the giant Lustron Corp., local manufacturers of steel prefabricated homes, and the dismissal of its 630 remaining employes came at a time when the local labor market is booming. As a result, the impact on the Columbus employment picture may not be too severe, according to the Ohio State Employment Service.

Local employers expect a still further, though moderate, increase in employment during the next few weeks, it was reported. Columbus manufacturers plan to hire about 800 more workers by mid-July, the employment center reported, and if their plans materialize, the additional hirings will more than offset the layoffs at Lustron. In one month's time, the number of persons looking for jobs through the Columbus employment center declined nearly 25 per cent.

The research department of the Columbus Chamber of Commerce reported the composite index of Columbus business activity during April registered a six-tenths per cent increase over March and was seven-tenths per cent above April of last year.

Altogether, it seems that the predicted upturn in business is here, although it didn't slump too greatly except during the steel and coal strikes. Varied industry in Columbus helps to stabilize employment.

Another blow by the oil companies was a second one-half cent increase in gasoline prices. The latest increase followed by a

few weeks a similar hike in the Columbus area, reported in the June issue of THE REVIEW.

In the music box field, Toni Harper's Columbia discing of *Choo'n Gum* stands high, while Lisa Kirk and the Honeydreamers do a bang-up job on *Love Me A Little Bit. The Old Piano Roll Blues* is still good for many plays in machines over the city. The Melachrino Strings' version of *La Vie En Rose* has some followers, while in the Victor Folk song line Eddy Arnold's interpretation of *Little Angel With the Dirty Face* rates at the top, as do all of Eddy's works. Roy Rogers, a native Ohio boy, has a good thing in *Next To The X in Texas.*

Several local niteries have been using small dance combos to pull in the business, but through the week days and during lulls in band engagements the music boxes are still the old standbys. Television has been hurting, to be sure, but the difference in time zones—Columbus is on Eastern Standard Time, while the East is on Daylight Saving Time—has meant that many of the favorite TV shows are off the air when the tavern crowd rolls in. Wrestling is on about four nights, but it, too, is off the air rather early.

And so it is that the amusement games, like pin ball and shuffle bowl, tend to do a little better than previously was the case. Of course, outside entertainment during these lush days of summer is sought out, but the air-conditioned bar is a favorite haunt at night for the nightcappers in Ohio's capital city.

Memorial Day found many central Ohioans adding to the amusement machine tills at nearby Buckeye Lake, where the arcades all reported good business. The Fourth of July looms as another big day when the peak of activity should be reached for the summer. Operators hope that peak is maintained until the last day of the season—Labor Day.

This has been a peculiar season so far as the weather is concerned. There have been a number of cool and wet days for this time of year and soft drink sales have not reached the point where people are saturated with bottled and cup-vended beverages.

The U. S. Department of Agriculture has recommended a 10-cent per hundredweight increase in prices paid to milk producers, as a result of the new Grade A ordinance increasing their production costs. Since this would be less than one-quarter cent per quart, it is unlikely that milk distributors would raise the price to their outlets.

Candy sales are holding up rather well, with the peanut and peanut butter confections doing a good summer business, as well as the jellies.

Cigarette tax stamp sales are still climbing higher each month. W. D. Bailey, excise section of the Ohio Dept. of Taxation, reports that sales for May of 1949 were $1,487,027, while for the same month this year sales reached $1,592,561, an increase of $105,534 this year.

For the five-month period from January through May of 1949, total cigarette tax stamp sales were equal to $6,902,787, while for the same period of this year, sales were $7,187,706, or an increase of 4.12 per cent.

Chesterfields, Lucky Strikes and Camels are on the hit parade of cigarette smokers in this area, with Luckies going strong. Arthur Godfrey's popularity on the air and TV shows here have done much to stimulate sales of Chesterfields, however.

Malt beverage sales are down 5.10 per cent over last year, while 3.2 beer sales are off 4.01 per cent. Only wine, with sales up 12.76 per cent over last year, shows an increase, Bailey said.

Beechnut gum leads in popularity in Columbus, it appears, with Juicy Fruit and Wrigley's Spearmint following close on its heels. Sales of gum are rather good.

New coin laundries still are going up, with a 33-unit installation scheduled for the new Town & Country Drive-In Shopping Center on E. Broad St. Slack season is here for the installations in the university district.

Nut supplies are plentiful and quality is good, while a survey of scales by a local newspaperman leads one to believe they should be checked for accuracy. Weighing 205¼ on the city sealer's official scales, he found various machines weighing him from 36 to 280 pounds and in between weights.

Operating Ideas Show Up Every Month

These reports from various operating centers contain lots of ideas and suggestions that make reading them worth while. The next best thing to being able to visit these operators and talk with them, observe their routes and get their ideas, is to read these reports from month to month.

Los Angeles

Reported by Paul Blackford

Los Angeles and vicinity continues to be the light spot on the business map with reports coming in that business in general is considerably better to the north. Salesmen traveling the Coast say they notice a sudden spurt in activity the minute they get 60 miles from L. A. All of which can only mean that Los Angeles will soon be part and parcel of the general coast picture for such has been the development in the past. 150,000 Shrine nobles and their families dropped a cool five million dollars in the city during the national convention and there can be no doubt but what a fair share went into coin chutes during the conclave.

Breathing easier after the proposed cigarette tax was watered down in the last Legislature the operators got another heavy jolt when hearings were held in the State Building here on June 14th to discuss new regulatory measures that will keep minors from buying cigs through vendors. Fifty witnesses including school officials, Parent-Teacher representatives and others appeared before the Assembly committee on public morals. The new Cig association got a chance to function by putting in a plea for permission to allow operators to endeavor to correct the situation. More on this elsewhere in this issue.

Receipts in general have held rather firm and are off only slightly from the same month last year. There has been a slight pickup in the purchase of new equipment which seasoned minds attribute to the after effects of the ACMMA Show and the elimination of the CMI affair. Jobbers and distributors are more optimistic than for some little time which is something to be jubilant about for there's been some long drawn faces on Coin Row in recent months.

San Francisco

Reported by Earl Raab

Local vending machine activity holds firm, and with mounting evidence of a general economic stability, the Industry is cautiously expanding in the Bay Area.

General business conditions in San Francisco are running practically the same course they did last year. It is estimated that the level of business activity will remain fairly steady until it starts its September climb. San Francisco department stores continue to hold the best record of the major cities of the Twelfth Federal Reserve District, latest figures indicating sales about four per cent greater than the corresponding period a year ago. Oakland department store sales are off a few per cent. Total employment in the Bay Area continues to rise steadily, and wholesale and retail sales remain about what they were last year.

Sales at vending machine locations were off during the first half of the year. Eating and drinking places reported a drop of about ten per cent, and drug stores a drop of about nine per cent. Wholesale tobacco sales were off about four per cent. This situation was reflected in coin machine receipts. But in view of the generally healthy economic conditions, it was not considered a serious or permanent development, and there has been an upswing in the past month.

Automatic phono operators report an in-

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crease of almost ten per cent in their business after their early-year lull. Distributors are bright-eyed about their turnover, and are expanding their staffs and facilities. The Emarcy Distributing Co. has just taken over the entire building in which they formerly occupied two floors. Johnny Ruggiero reports that the hundred-record machines are particularly "hot" for the R. F. Jones Co. at this time.

Cigarette and candy machines continue to do a steady volume of business as always. The mild summers here prevent any seasonal slump in candy sales. Operators feel that the only catch in the candy machine outlook is the dangerously small margin of profit because of the continuing sky-high cost of candy. Some dime machines have been put on location but the operators have found that because of the correspondingly higher cost of the product, they're not working on any greater margin. Assuming that the price of candy isn't going to plunge in the near future, operators feel that the intermediate coin is about the only practical solution to their problem.

Hershey and Baby Ruth bars are still the top sellers.

"Large play" and shuffle type games are doing the snappiest business in the amusement game field, and this vogue is still on the rise.

Advance Automatic Sales Co. has branched into something new for distributors in this area, and it seems that they've struck gold. But instead of using picks and wash pans like the old forty-niners, Louis Wolcher has done it with an assorted collection of lamps, clocks, bridge tables, housewares and glittering gew-gaws. He is selling them to game operators as premium merchandise for weekly high score prizes. They are all eye-catching items, and the sale so far has been "tremendous."

Bulk vending continues to be steadily profitable in the area for the careful operator. Last month was one of the best in years. Don McClinton pointed out some locations that are taking in $15 a machine. Although he is sold on the Northwestern *49 Model* with the removable bowl, Don feels that any equipment is only as good as its operator. He points to the actual instance of two men working the same route with vastly different results. The more successful operator stopped to chat with the location owners, split a cup of coffee with them on occasion, and soon he had his machines out of the dark corners and up on the counters. Besides, the location owners became on-the-spot boosters. It paid off in the chute.

In all phases of the Vending Machine Industry, now that competitive business is in full swing, the operators and distributors are concentrating more and more on customer relations.

In this connection, the problem is rising more often of location owners asking for loans from the operators. A couple of unhappy incidents have resulted recently in the Bay Area from this situation. George Miller, president of the California Music Guild, points out that lending money to location owners is usually an unhealthy practice on at least three counts: 1) that kind of location will probably not be around very long anyway, 2) the operator will find himself tied up financially and holding the bag, 3) it is not a fair trade practice.

The Music Operators association has just contracted with a national detective agency to protect its phonographs.

The International Vending Co. opened last month with a wide spread of new and used machines, and a useful service basement staked out for the particular benefit of the operators. E. La Rue reports that they are going to market nuts and other vending supplies under their own trade name, and specialize in imported charms and novelties.

Coin machine people are still divided in opinion about the future of cup beverage machines in San Francisco. Some of them feel that there are not enough volume points in the city to warrant too many machines, and that because of the moderate summer, San Francisco is not suited for mass cold beverage sales. Others feel, however, that with the proper promotion and distribution of the newer machines on the market, cup vending can turn out to be the up-and-coming coin business in the area. As usual, the race may go to the venturesome. A number of distributors are handling a small lot of cup machines "just to keep our hand in," to see how the wind will blow. But several distributors took on major lines last month, and in a couple of months from now the competitive story will be better told.

The general history of single cup machines has not been too successful in the area and most interest is being shown in multiple cup equipment. A number of theaters in town have bought and installed these machines themselves. There is also some interest in reports of a "hot and cold" beverage machine, which some operators feel would be particularly suited to the needs of San Francisco.

St. Louis

Reported by Myra Hilderbrand

Much chaos was caused in the St. Louis coin machine fraternity this past month, with cancellation of the CMI Show. Many operators who had carefully balanced their schedules to permit time for the convention were griping audibly at the confusion, which required writing many letters and cancelling of reservations.

A proposed fill-in meeting of the Missouri Amusement Machine Assn. was called off by president Lou Morris, who gave as the reason the heavy amount of tourist traffic pouring into St. Louis, necessitating every operator to be on the jump. Also, unseasonably early hot weather is a deterrent to conclaves, Morris indicated.

Most operators are turning in dismal reports over May and June receipts, particularly in the music field. The summer slump, which normally hits St. Louis the first of

(See REGIONAL REPORTS, Page 31)

AUTOMATIC MUSIC

THE TV PROBLEM

The regional report from St. Louis published in this issue calls attention to what many operators are coming to think about the problem of television. It not only is a problem for many operators in the big cities but also for many types of locations.

In other words, television is one of the new marvels of our mechanical age that is compelling new adjustments in many lines of business as it expands.

The music trade and the trade press has tried for the past few years to minimize the results of TV as it affects coin machines, but many lines of business are having to face the fact of TV and adjust to the new era. It is to be expected that many operators will have to adjust to the new day also.

TV is playing a heavy part today in the credit business of the nation, thus affecting the circulation of money and the trade volume in many stores. It is not alone the entertainment that TV provides but its general effects on business and trade. Mixed in this picture also is the great sales volume of automobiles.

But television is newer and more spectacular and hence gets more attention. Many pioneer operators in the music field have recalled the inroads caused by radio when it first began to spread across the nation. Automatic phonographs were given a severe setback for two or three years and many operators say the same thing may happen with television.

TV seems to be having its most widespread effects on traffic and trade in locations and this is a result that reacts on all types of machines in a location so affected. Beverage machines in a movie house share in the smaller attendance said to be due to TV.

One thing can be said about automatic phonographs — music merchants are much better established and much better at merchandising their product than they were in 1928 and 1929. They are also much better organized for utilizing cooperative programs in selling their wares against TV competition.

Mark up another good reason for organization in these days—perhaps the most important reason after all.

Since operators must do some sober thinking about TV, maybe consideration should take into account the fact that our civilization has not yet learned how to ease the shock that great new inventions cause to business and to employment. We need the inventions but a nation as great as ours should also learn how to use them without too much of an upset to business.

Some progress has been made for workers through unemployment insurance, but little has been done for small business men and small industries as yet. Many who had hoped that Congress would plan for loans to small business supported the idea because they felt it would help small firms weather the upsets that come from new inventions.

At least one music leader has reported that locations are more and more asking operators for loans. Locations are feeling the reaction to TV and that they will ask for loans is to be expected. It is a real problem.

Also, in the face of TV music operators must fight for business through better service and merchandising.

CALIFORNIA MUSIC GUILD

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"Organized to protect and promote the welfare of the automatic phonograph industry

"The California Music Guild, formerly known as the California Music Operators Association, has served the operators in California for over sixteen years. This is a record in itself which speaks most highly for the capable leadership and the progress that the California Music Guild has made.
"If you are not a member of this organization, why aren't you? If you are a music operator, you need this association and this association needs you.
"We are interested in hearing from other state associations and will be happy to exchange ideas and suggestions at all times."

GEORGE A. MILLER, *State President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

Stars On Program For Annual Ladies Night

OAKLAND, Calif.—More than 500 operators, their wives and friends, attended the annual Ladies Night party of the California Music Guild at the Leamington Hotel in Oakland on June 1.

They came from points all over northern California, as far as 400 miles away, to be present at the affair which was as spectacularly successful as it has been in past years. A host of celebrities, including many state, county and city officials were on hand, and the entertainment was right out of the top drawer.

Dick Reinhart's band was present and the Capitol Record Co. very graciously flew two of their artists up from Los Angeles to contribute their talents to the floor show. Dotty O'Brien, a very sweet vocalist and entertainer made everybody happy, and Robert Clary stole the show with his singing and comedy antics. Orin Tucker was introduced as guest of the evening and promised the operators some more hit tunes in the very near future.

There was no speech making with the exception of the opening address made by Vice President Lee Spear, and the introduction of State President George A. Miller. Lee mentioned the sixteen years of continued service rendered by the state president and also referred to the fact that George had been selected for the third time as national president and treasurer of the Music Operators of America. He reminded the operators and their guests that not only had the State of California recognized the association's president for his honesty, sincerity and ability, but that the operators of the nation had also recognized him for his accomplishments.

The president, in his welcoming address, gave a general resume of the association's activities and explained the public relations program that the California Music Guild is about to embark upon for the balance of 1950. In closing, he read the "Music Operators Creed," which would be adopted by the California State Association, and probably at a later date by the national organization.

The distributors for the five major companies each donated a new automatic phonograph for a door prize, and many other local merchants contributed door prizes, a total of 54 in all. The 100-record Seeburg Select-O-Matic donated by the R. F. Jones Co. was awarded to Buz Remington of Marysville; the AMI phonograph donated by the Walter Huber Distributing Co. and the J. Peskin Co. was awarded to Joe Silla, Jr. of Oakland; the Rock-Ola phonograph donated by George R. Murdock & Associates was awarded to L. A. T. Soldane of Yreka; the Wurlitzer phonograph donated by the Emarcy Distributing Co. was awarded to the Rodgers Novelty Co. of Salinas; the Evans Constellation donated by the Golden Gate Novelty Co. was awarded to the E & F Music Co. of Oakland.

The committee in charge of affairs comprised: Joseph Silla, Sr., chairman; C. L. Spear, Clem Stetson, Frank Morgan, H. V. Munson, Fritz P. Althaus, Bill Malick, Sam Tessler, Warren Miller, Joe Silla, Jr., M. K. Standish and Ralph Love. General chairman in charge was George A. Miller.

Music Merchants Up Civic Activities

SAN FRANCISCO—A lot of Bay Area automatic phono men are making themselves and the Industry known favorably in the community by their civic activity.

When Lt. Col. Arch E. McGee of the United States Army was looking for some way to ease the miserable plight of a leper colony in Okinawa, he approached THE COIN MACHINE REVIEW and was directed to the officers of the California Music Guild at Oakland. There the operators went right to work. Lee Spear donated a phonograph. Joe Silla serviced the machine and put it in top-flight condition. Ralph Love repainted the machine. George Miller undertook to arrange the necessary transportation. Other operators donated records.

Closer to home, public-spirited members of the Industry have contributed machines, records and service to military outfits, Red Cross chapters, ships, churches of all denominations, and boys' clubs, wherever recreational facilities were needed most. In all, 53 or 54 automatic phonos have been donated to worthy causes by the California Music Guild in the last sixteen years. Sam Tessler and Clem Stetson have just donated machines. Most recently the West Oakland Boys Club and the Veterans Hospital in Oakland have benefited.

These activities have not gone without notice by the general public. Col. Herrick, manager of the Veterans Hospital in Oakland wrote to Miller: "May we take this opportunity to express our thanks for the splendid collection of records which you and the juke-box dealers gave to the patients in this hospital. . . . Your gift has augmented our library of popular records so that we will be able to play many more of the requests which we receive from the patients for the current tunes and artists. Your interest in helping provide this entertainment for the patients is sincerely appreciated."

The California Music Guild received a telegram from the great Jimmy (Schnozz) Durante, thanking them for running his picture on the cover of their publication. The Schnozz and his partner, Eddie Jackson, contributed their services to the final banquet in Chicago of the Music Operators of America.

* * *

It was a baby boy, little "Mike," for Carl and Marie Lawson.

C. N. McCurdie is making a "round the horn" trip through God's Country to all the offices of the R. F. Jones Co.: Salt Lake, Denver, Portland, Seattle. He'll be gone three weeks.

Frank Morgan recently returned from a vacation at Palm Springs where the weather is apparently all the Chamber of Commerce cracks it up to be.

Al Hiland, who took over the Jim McGowan route, was in from Dunsmuir and dropped around to the MOA offices. Al says the music business is good around his way and he ought to know.

Harry Hutchinson of Salinas, Larry Marvin of Sacramento and George Reinmiller and Burr Winslow of Clearlake all made it their business to bring large groups into Oakland for the annual Ladies Night affair of the Music Guild.

The local columnist, Bob de Roos, backs the pixillated suggestion that in order to give the coin machine operators a better return and still avoid the necessity of remodeling the machines, they should make the present dime worth a nickel and the present nickel worth a dime. If it were only that simple.

Fitzgerald Named AMI Adv. Manager

GRAND RAPIDS, Mich.—William E. Fitzgerald, new advertising and sales promotion manager for AMI, Inc., will make his headquarters here at the home office of the firm and will also live in the city. He is a Navy veteran, married and has two children.

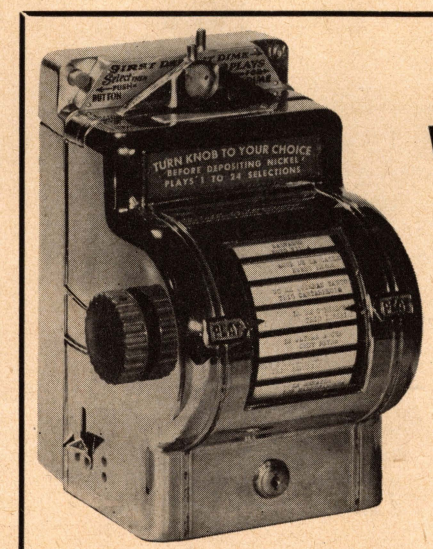
Fitzgerald was an account executive with a Chicago advertising agency before coming with AMI. He specialized in radio and appliance accounts. He was also formerly sales promotion manager of the Studebaker Corp., truck division, and has had a background in newspaper and publication advertising.

John W. Haddock, president of AMI, announced the appointment of Fitzgerald and also said that Mangan & Eckland, in Chicago, would continue to act as advertising agency for the firm.

Boost For Wurlitzer Design

NEW YORK—The May issue of *Design News*, an authoritative trade paper in the mechanical design field, featured the design high points of the new Wurlitzer *Model Twelve-Fifty* phonograph. Attractive drawings and illustrations were used in the article, of interest to design engineers.

The article stressed the simplicity and functional success of the new chassis. Attention of engineers was also called to production possibilities in the design and also the use of stamped and die-cast parts. The article also points out the importance of the use of oilless bearings and the inventions to reduce cost in a machine that can be used to play the new type records.



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TIPS ON OPERATING MUSIC

● When a location changes ownership, get the former owner to introduce you to the new location owner personally. This will usually give you a good sendoff with the new man.

● Checking a phonograph on the rounds should include replacing burned out lights, removing worn needles and scratchy records and oiling of the mechanism. Be sure not to overfuse any section.

● Sell the location on the fact that for the six square feet of space given to the phonograph, it is the greatest income source for the amount of space occupied in the establishment.

● Study a location carefully to get good sound distribution. Equipment is sold today so that a location can be given the best of service on this point.

● The nickel is the biggest selling point for automatic music. For a nickel the average working-man, who can't afford to go to a night club, can hear the same music as played by a name band in the big night spots. His nickel buys all this in the favorite tavern or restaurant, or even his neighborhood drug store.

● The operator is not in business to select records to please himself. The one big question is whether a record will make money when placed in a box on location. Personal taste has nothing to do with it, except that an operator tries to gauge the pulling power that a record will have when offered to the public.

● It may even pay to spend 20 minutes more at a stop to check records carefully in order to be sure and remove any that show signs of wear. If a record is drawing good play and yet shows signs of wear, some operators say it is worth replacing with a new record of the same tune, rather than leave the record on the machine that shows signs of wear. If records are replaced promptly when showing signs of wear, an operator will need to work out some system of getting as much as possible for his old records.

● One excellent way to reduce costs is to deduct 50 cents for each new record placed on a machine, in addition to the regular commission split. This calls for some salesmanship and tact in handling the location owner, depends too on competition and the plan of commission split, but some operators do deduct for new records.

● Often a dollar or two left with a waitress or cashier in such spots as sandwich shops, hamburger places and so on, to start the phono play at opportune times will hike the play in such locations in a surprising way. It is worth trying in many of the smaller spots on any route.

● Give the job of selecting records to one person, instead of letting each route man do the selecting of his records. The one person can then give more study to records and specialize in that work. The one-man route, of course, means that the operator himself must study records as well as all other parts of the business.

● Help route men to avoid arguments with locations on what and how many records are to be changed in a machine. Some of the trade associations furnish lists of records that are known to be hits in an area and these should be carried on routes to show to locations. Locations should be considered for the requests they make, but arguments should be avoided also.

● Every operator has his own ideas about doing business, his own specialties, and he must work to profit by his own individual opinions as much as possible. But it is necessary to take the suggestions and ideas of others in the same business also, and profit by them. The more ideas a music man can gather from other operators, the better prepared he will be to build up his own route.

● Cardboard sheets may be used in cartons to separate the records for each location for route men to take out. Some operators plan on five or six new records for each machine every two weeks.

● The best locations usually go for name artists on recordings. The lesser locations pay more attention to the tune than the artist, and the lower priced recordings may be used for the spots that do not insist on name artists.

● Now that better merchandising of music is being talked at conventions and in association meetings, more attention is being given to point-of-sale advertising. Associations recommend decals and placards.

AMI Tells Distribs About New Products

CHICAGO—Distributors for AMI, Inc. enthusiastically received the new Amivox, an 8-inch remote speaker shown to them by the manufacturer at a meeting here. John W. Haddock, president of AMI, made the announcement.

The new speaker is the result of long research and is enclosed in a 15-inch shell of aluminum with gray metallic finish. The speaker is said to be tone true in both bass and treble clefs, light in weight and very sturdy. Volume may be adjusted at the speaker itself through a series of five steps and the location can further adjust volume through the regular volume control.

The firm announced that it will be ready with a change-over so that operators can use 7-inch records on the A, B and C models of the AMI machines, "whenever operators want to make the change." Cost of the conversion kit will be very modest, officials said, and the change can be made by any service man on the spot.

A new Bargrip bracket has also been introduced by the firm, made of cast aluminum, and also alternate red and grey selector buttons now appear on the *Model C* phonograph.

CMI Statement On Show Cancelling

CHICAGO—Coin Machine Institute officially announced on May 25 that its annual convention and exhibit for 1950 had been cancelled. The show was scheduled for the Stevens Hotel here, June 26-28. John E. Pickering, director of public relations for CMI, issued the statement as follows:

"In fairness to exhibitors, distributors and operators, the board of directors of the Coin Machine Institute voted to cancel the annual CMI coin machine show scheduled to be held June 26, 27 and 28 at the Hotel Stevens in Chicago.

"The CMI June show would have been the third coin machine show to be held in Chicago, and a fourth show is scheduled to be held here in November.

"The CMI board decided it was an unreasonable burden for members of this Industry to attend four coin machine shows and the board felt that CMI could not in good faith ask operators and distributors to attend another show with the attendant expense and loss of time in the territory.

"Likewise CMI directors recognized a responsibility to exhibitors to promote a coin machine show at which the attendance would warrant the exhibitors' expense and effort to present their equipment to the trade. It was obvious that four coin machine shows could not support the kind of attendance to which an exhibitor is entitled.

"A trade association such as CMI must at all times have in mind the interest of all of the members of the Industry which it represents. Acting on this premise, the CMI board cancelled its 1950 coin machine show in the interest of all concerned.

"The decision was made with reluctance but in fairness and in good faith the board was convinced its action was wise, businesslike, and above board. Members of CMI will be kept fully advised as to the future plans and program of their trade association."

Wurlitzer Appoints T & L

CINCINNATI—T & L Distributing Co. here was recently named a distributor for Wurlitzer phonographs, with a territory to include 20 counties in Ohio around Cincinnati, seven counties in Indiana and 12 in Kentucky.

Ed R. Wurgler, general sales manager of Wurlitzer, announced the appointment. Leonard J. Goldstein is manager of the local firm. He has been in the distributing field for 15 years and is widely known among music operators. He is a veteran of World War II and was a prisoner in Germany for ten months.

Likes Us!

Editor, THE REVIEW:

Received the June issue. Please make change in my address as noted. Sure like your magazine.

E. C. C., Jenks, Okla.

USED PHONOGRAPHS

(TRADED IN ON MODEL C)

SPECIAL PRICE:

SPECIAL DISCOUNTS TO QUANTITY BUYERS

Wurlitzer 1015	$229.50	AMI Model A	375.00
Wurlitzer 1100	439.50	AMI Model B, like new	Write
Wurlitzer 750	129.50		
Seeburg 147M	325.00	Packard Wall Boxes	14.95
Seeburg 146M	229.50	Wurlitzer 2041 Boxes	34.50
Filben Maestro	349.50	Buckley Chrome Boxes	4.50

FOR THE CONVENIENCE OF EASTERN OPERATORS
EQUIPMENT CAN ALSO BE SHIPPED F.O.B. CHICAGO.

Your AMI Factory Distributor

J. Peskin Distributing Co.

2667 West Pico Blvd. • Los Angeles 6, Calif.

DUnkirk 8-6178

Over 100 Post-War and Pre-War Phonographs

LOOK AT THESE BARGAINS — WE NEED THE ROOM

POST-WAR

Wurlitzer 1250s	Write or call	'47 Seeburg Hideaways	$209.50
Wurlitzer 1015s	$199.50	'46 Seeburg Hideaways	179.50
'48 Blonde Seeburg Symphonolas	429.50	AMI Model As	299.50
'47 Seeburg Symphonolas	289.50	Filben Hideaway and Mirror	179.50
'46 Seeburg Symphonolas	209.50	Mills Constellation	179.50
'48 Seeburg Hideaways	249.50	Aireon	49.50

PRE-WAR

Nothing Less Than $9.99 — Nothing More Than $49.99

SEEBURG
- Vogues
- Envoys
- Crowns
- Regals
- Mayfairs
- Classics
- Gems
- Cadets
- Concert Masters
- 9800s
- 8800s
- 8200s
- 8200 Victorys
- Casinos
- Royals
- Majors
- Colonels
- Commanders

WURLITZER
- 500s
- 600s
- 616s
- 950s

ROCKOLA
- '39 Standard

Pre-War HIDEAWAYS
- Seeburg
- Wurlitzer
- Packard

WALL BOXES

Seeburg Pre-War	$2.50	Seeburg 5c 3-Wire (3W2-256)	$22.50
Seeburg 5c Wireless (W1-256)	17.50	Seeburg 5-10-25c Wireless (W4-656)	44.50
Packards	$12.50		

ROLL DOWN GAMES.....Each $5.00

WILL TAKE TRADE-INS ON THE NEW

SEEBURG RAY-O-LITE RIFLE RANGE

MERCHANDISE COMING IN EVERY DAY ON TRADE FOR 100-SELECTION SEEBURGS

Come In — Write — First Come . . . . . First Served!

MINTHORNE MUSIC COMPANY

EXCLUSIVE SEEBURG DISTRIBUTORS FOR SOUTHERN CALIFORNIA
SOUTHERN NEVADA AND ARIZONA

2916-20 W. PICO BLVD. PArkway 2177 LOS ANGELES 6, CALIF.

REVIEW RECORD RATINGS

Only Releases deemed suitable for automatic use and made available during the past 30 days are reviewed and listed.
LABEL ABBREVIATIONS: B-Bluebird; CA-Capitol; CO-Columbia; D-Decca; M-MGM; ME-Mercury; N-National; V-Victor.

POPULAR

A **Excellent. Best of Current Releases.**

A LITTLE BIT INDEPENDENT (VC)
Nat (King) Cole CA-1063
VAGABOND SHOES (V)
Vic Damone ME-5429
THE PICNIC SONG (V N)
Bradford and Romano V-20-3808
I'M GONNA PAPER ALL MY WALLS (FT VC)
Larry Green V-20-3771
WILHELMINA (V N FT)
Freddy Martin V-20-3780
STARS AND STRIPES FOREVER (March VC)
Dennis Day-Freddy Martin V-20-3789

B **Good. Suitable program for average spot.**

SOMETIME (V)
Jo Stafford CA-1053
I STILL GET A THRILL (V)
Dinah Washington CO-38837
GONE FISHIN' (V)
Arthur Godfrey CO-38852
MAPLE LEAF RAG (FT)
Eddie Condon Orch. D-27035
BLUE SAILS (FT VC)
Gordon Jenkins D-27031
THE SARDAR MARCH (N)
Jerry Murad's Harmonicats ME-5425
EGYPTIAN ELLA (FT VC)
Jan August ME-5423
WARM KISSES IN THE COOL OF NIGHT
Jack Fina M-10724
MAY I TAKE TWO GIANT STEPS? (V N FT)
Eileen Barton N-9112
OUR LOVE (V)
Billy Eckstine N-9115
HOME COOKIN' (FT VC)
Freddy Martin V-20-3797
SAM'S SONG (FT VC)
Freddy Martin V-20-3798
PEACE OF MIND (V)
Tony Martin V-20-3799
SIMPLE MELODY (FT VC)
Phil Harris V-20-3781
SOMETIME (Waltz VC)
Wayne King V-20-3796
OUR VERY OWN (FT VC)
Vaughn Monroe V-20-3806
HERE COMES THE BRIDE ON A PINTO PONY (V N FT)
Hugo Winterhalter V-20-3807
CALYPSO MAN (V)
Maguelito Valdes V-20-3809
TIGER RAG (FT)
Tommy Dorsey V-20-3791
YOU DREAMER YOU (V FT)
Don Cornell V-20-3776
I THEENK (V N)
Tony Martin-Fran Warren V-20-3777

C **Fair. Use as fillers if needed.**

ARE YOU LONESOME TONIGHT? (Waltz Inst.)
Ken Griffin CO-1-648

Best paying platters on national turntables.

THIRD MAN THEME
Freddy Martin V-20-3797
MY FOOLISH HEART
Billy Eckstine M-10623
BEWITCHED
Honeydreamers V-20-3726
HOPP-DEE-DOO
Fontane Sisters V-20-3747
OLD PIANO ROLL BLUES
Jolson-Andrews Sisters D-27024
SENTIMENTAL ME
Russ Morgan D-24904
IT ISN'T FAIR
Sammy Kaye V-20-3609
I WANNA BE LOVED
Billy Eckstine M-10716
IF I KNEW YOU WERE COMING
Fontane Sisters V-20-3713
DEARIE
Stafford-MacRae CA-858

TURKEY HOP (FT)
Les Brown CO-38838
STARS AND STRIPES FOREVER (March VC)
Kay Kyser CO-38836
PAGAN LOVE SONG (V)
Herb Jeffries CO-38835
CALICO SAL (V)
Ethel Merman D-27047
MONA LISA (FT VC)
Victor Young D-27048
I DIDN'T KNOW WHAT TIME IT WAS (FT VC)
George Shearing M-10720
TAKE ME IN YOUR ARMS (FT)
Ziggy Elman M-10722
TRAIN'S COMIN' (FT V)
Billy Banks N-9113
WHO OWNS THE JOINT (V FT)
Johnny Sparrow N-9114
TO THE HILLS MEN, TO THE HILLS (V N)
Ziggy Talent V-20-3778
I'VE GOT A HEART FILLED WITH LOVE (V FT)
Tex Beneke V-20-3790
NIGHTWIND (V)
Eddie Fisher V-20-3792
NICCOLO AND HIS PICCOLO (V)
Rudy Vallee V-20-3793

POP-SPECIALTY

B **Good. Universal Appeal. Should please in all spots.**

FINGER POLKA (VC)
Bernie Wyte & Polka Band V-25-1161
TOGETHER (Polka VC)
Ernie Benedict & Polkateers V-25-1160
JAK-SIE-MAS (Polka VC)
Johnny Vadnal V-25-1162
MIDNIGHT WALTZ (VC)
Six Fat Dutchmen V-25-1163

C **Limited appeal. Designed for special audience. Use on request.**

HERE AND THERE (Polish)
Phil Gliszczynski Polka Band D-45103
LET'S DANCE POLKA (Slavonian Polka)
Joseph Lasicky ME-2092

COUNTRY

A **Best of current releases. Excellent for automatics.**

STEEL GUITAR SWING (Inst.)
Cecil Campbell's Tennessee Ramblers V-21-0340
STARS AND STRIPES (V)
Elton Britt V-21-0339
TORMENTED (Inst.)
Ernie Lee V-21-0341

B **Good Program Fare. General appeal numbers.**

TAKE A LOOK AT THIS BROKEN HEART OF MINE (V)
Hank Thompson CA-1016
BONAPARTE'S RETREAT (V)
Leon McAuliffe CO-20706
CUDDLE BUGGIN' BABY (V)
Eddy Arnold V-21-0342
YESTERDAY'S KISSES (V)
Texas Jim Robertson V-21-0334
COME AND GET IT (V)
Bill Boyd V-21-0335
BIRMINGHAM BOUNCE (V)
Pee Wee King V-21-0332
MAKE UP YOUR MIND (V)
Kitty Wells V-21-0333

C **Average numbers suitable for stack fillers.**

MY PILLOW KNOWS (V)
Bob Atcher CA-1007
THAT SILVER HAIRED DADDY OF MINE (V)
Eddie Zack D-46245
KILIMA WALTZ
Jerry Byrd ME-6255
I WANNA SIT (V)
Rosalie Allen V-21-0343

RHYTHM-BLUES

A **Best of current releases. Ideal for automatic use.**

KENTUCKY BABE (V)
The Four Tones V-22-0085
1950 BLUES (V)
Tampa Red V-22-0084

C **Passable numbers for race spots. Limited appeal.**

RAIN-CHECK (VC)
Johnny Moore's 3 Blazers V-22-0086

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ JULY, 1950 ★ ★ ★ ★

MERCHANDISE . . .

Every firm and individual engaged in selling the various items of merchandise watched trends very closely during June, to see what the official summer months would do for sales totals. The second quarter had not produced the upsurge in sales of merchandise that had been hoped for, in view of the fact that the total business volume in general had been making good gains.

The most common view, as explained in the column, *The Economic Picture*, in this issue, is that consumers are spending more money for autos, television sets, appliances and homes and hence goods for immediate consumption are not sharing in the general business gains of the period.

Fortunately, reports from many sections of the automatic vending field show that operators are holding a better level than retail stores, and operators in many cases are making real gains. The main question at this time involves the big problem of summer weather—whether July and August would bring unusual heat as last year, or a more normal summer.

The price trend in general has been upward recently and at the time of this review the pace was increasing. Even flavors

(See MERCHANDISE, Page 32)

Business Paper Gives Big Boost to Vending Trade

The New York *Journal of Commerce* has already set a mark for publishing the best boost for automatic vending in 1950, as it also set the high mark for a general boost to the trade last year. The series on automatic vending this year included three articles, sparked by a generous report on the vending machine idea set up by Filene's big store in Boston.

Then followed two excellent analytical articles with the titles, "Vending Machine Age At Hand—Pitfalls Take Heavy Toll" and "Scientific Methods Pave Way for Vending Machine Advance."

As usual, some of the well-known firms in the Industry get creditable mention in the articles. These firms include Rowe Corp., Acme Sales Co., Chick's Vending Corp., Canteen Co., Spacarb, Inc., and others.

Last year the paper's series of vendor articles featured new ideas in machines; the 1950 series stresses the new place of automatic vending in the general merchandise picture, and also the business methods and experience that the Industry is gaining.

In contrast to the methods of operating in the pioneer stage, the Industry is now "applying scientific methods in new product research, in mapping new locations, selecting brands, developing new service policies and in devising new machines."

The value of the articles from a business standpoint is greatly increased by an editorial style in which questions are raised and then trade answers given in numbered paragraphs, a style that is often used in THE REVIEW.

For example, the Journal of Commerce raises the question of what cautions operators express at a time when their Industry seems to be making great advances, and the answers are summarized in three pointed paragraphs, as follows:

"1. The price of vendors has risen, in many cases, from $500 to as high as $1,200;

"2. The unrealistic nickel price of many convenience items—particularly candy bars and carbonated drinks—is completely out of line with increased commissions paid out to lessors of choice locations, with the rising cost of merchandise, and with the higher salaries of trained servicemen to keep the sensitive machines in working order;

"3. The change-making and slug nuisance has still to be licked. Despite the best efforts of coin rejector devices and patroling servicemen, slugs continue to eat into operator's profits. (Latest plague is reported to be a ground-down penny that has the tolerance and weight of a dime.)"

Operators will readily agree that this is a good analysis of the general problems of the trade. The article then calls attention to "an alarming number of business fatalities" in the vending trade, and quotes Sam Sachs, of Acme Sales Co., who reported that two years ago there were 18 manufacturer-operators of shoe shine machines in the country and the number has dwindled down to one or two.

Why are there so many failures in the automatic vending field?

The article gives two points advanced by Chick Meehan, president of Chick's

A. B. T. MFG. CORPORATION
COIN CHUTES — SLUG REJECTORS — TOTALIZERS — COIN METERS

AUTOMATIC ELEC. MFG. CO.
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AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

Vending Corp., New York, as follows:

"1. A lack of continuity in the business. The Chick company is protected by a five-year contract with the New York City Board of Transportation. Other vending machine operators on city property are similarly protected. Private locations, however, are open to raids by rival operators. To snatch away choice spots, raiders simply bid up commissions; and

"2. Little capital, relatively speaking, is required to embark on a vending machine business. This serves as an open invitation to the uninitiated, who fail to observe the most important rules of the game—play for high volume and cut corners."

Evidence of the success of the Industry is shown in the annual gross business of Automatic Canteen last year, reaching a total of about $35,000,000. One prominent operator is quoted as saying that his drink machines have averaged $12,000 a year, a gross much above the average route. Vending machines are said to sell between 17 and 20 per cent of the total cigarette volume and about 15 per cent of total nickel candy bar sales.

As last year, the article quotes trade leaders as emphasizing the fact that vendors do not really compete with retail stores but give manufacturers of merchandise a plus business. Super markets, drug stores and department stores are getting more consideration as future locations.

High costs in the operating field are explained by saying that weekly wages of servicemen vary between $55 and $75. A Spacarb official is quoted as saying that service must be maintained for 16 hours a day and seven days a week. Commissions paid by operators vary widely, the article states, ranging from 5 per cent up.

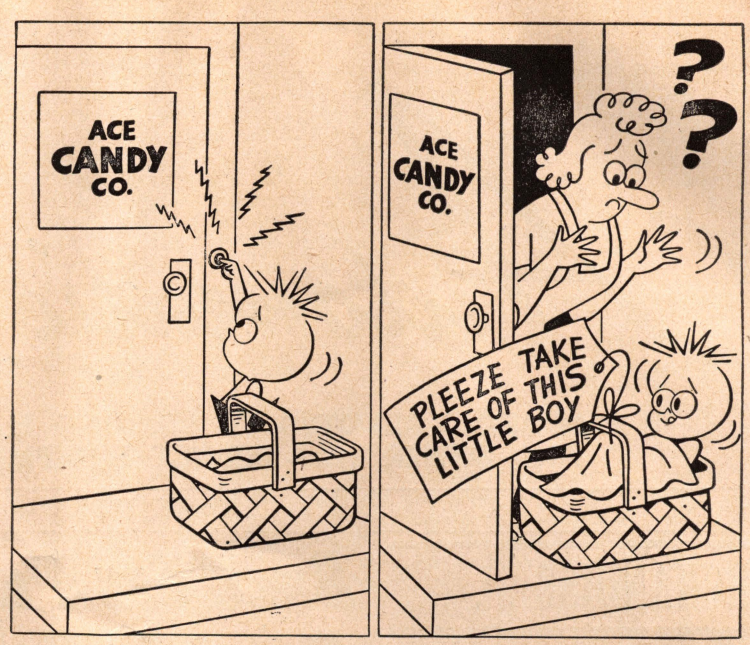
In spite of high costs and other problems, the *Journal* states that the tide has of late turned in favor of the Industry, and for the following reasons:

"1. The nationwide consumer acceptance of vendors, as revealed in soaring sales;

"2. Manufacturers, large and small, have turned to vendors as a highly desirable plus outlet;

"3. Big name business organizations have helped underwrite the respectability of automatic merchandisers—by the process of adoption."

To illustrate the third point, reference is made to an export office of Ford Motor Co. in New Jersey which has installed an automatic in-plant feeding service (Rowe) for its employes. The battery of machines dispenses milk, cold sandwiches, pastry and pies. Other big firms are also trying vendors, including the report that the A & P chain is considering single-brand cigarette machines for its stores.



The last of the series of articles, by-lined by Milton Alexander, refers to some experiences of operators on consumer buying habits:

1. Males are said to spend more freely in vending machines than females.

2. Working people are the vending machine's best customers.

3. Volume of vending machine sales seems to vary directly with income level.

This last point is one that THE REVIEW has been trying to trace for the last two years, and discover how quickly and how much the patronage of machines rises or falls in relation to reports of varying consumer income. Operators, in their reports, have tended to stress the effects of shorter work weeks on vending machine sales rather than any change in wages. A shorter work week amounts to a reduction in income but operators seem to think it is the shorter time in which workers have to patronize the machines that cuts sales rather than the less income.

Region IX Names Milner

DALLAS—The meeting of Region IX, of NAMA, elected Herman Milner as chairman, to succeed Tom Vaughn, of New Orleans Cigarette Service Corp. Milner heads the Milner Mechanical Merchandising firm of Austin, Texas. Gibbs McDaniel, City Wide Cigarette Service, San Antonio, was chosen as vice-chairman by the Region IX group.

Refresh-O-Mat For Chi Subway

CHICAGO—Mechanical Merchants, an operating firm here, is placing at least 50 of the *Refresh-O-Mat* bottle type vendors in subway stations in the city. The vendors are made by Automatic Products Co. of New York, the firm also manufacturing the *Smokeshop* cigarette machine.

Al W. Blendow, sales manager of Automatic Products, reports that display of the two vendors at the recent ACMMA convention produced an excellent response from operators. He says the Chicago operating firm conducted months of laboratory tests of the bottle vendor and on basis of these tests accepted the vendor unconditionally. He said the machine is being considered also by franchised bottlers of Nehi, Orange Crush and other well known soft drinks.

Robert Waggoner, former president of CMAC and an executive of the Distributing Corp. of Illinois, completed the deal for Automatic Products for the operating firm to install the Refresh-O-Mats.

The drink vendor was invented by Sam Kresberg and E. J. St. Laurence and the Smokeshop cigarette machine was invented by Arthur Gross, of the Gross-Given Manufacturing Co., St. Paul.

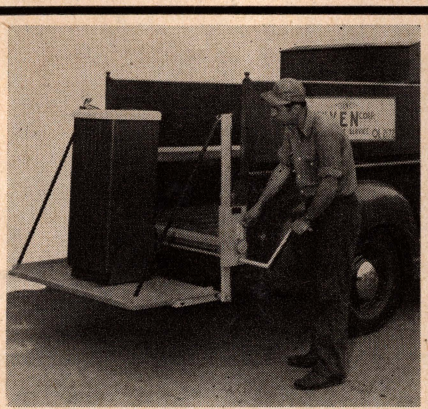
Oh! My Aching Back!

New York State statistics prove that most industrial accidents are hernias caused by lifting and handling!

THE VENCO LOADER

THE VENCO LOADER for pick-up trucks stops accidents and cuts the cost of your truck operation by 50%. It is easily installed and easily operated. Capacity 600 pounds.

Write for the name of your nearest distributor!



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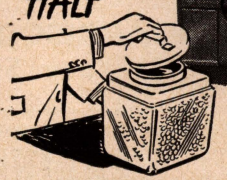
Northwestern

CUTS SERVICING TIME AND COSTS IN HALF

MODEL 49



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What It Takes To Be A Cup Vendor

By W. A. Perine

●

An Interview with the "Higgins Boys" of Seattle

●

Pete Higgins, standing, and Bill Higgins —the Higgins Boys of Seattle—cup vendor men (Spacarb) who look over plans for new office location which will be occupied soon.

"See the Higgins Boys if you want information about cup vending. They represent Spacarb in Seattle and the Pacific Northwest. They are far and away the biggest firm of their kind in this section of the country."

Taking this advice (from one of Seattle's leading automatic merchandising houses), I called on "Spacarb of the Northwest," owned and managed by the Higginses.

"How did you happen to pick on the cup vending business for your occupation?"

That was the first question I asked Bill Higgins, who with his father, Pete Higgins, operate one of the twelve Spacarb distributorships in the United States. Spacarb, Inc., is known as one of America's oldest manufacturer and operator of automatic beverage dispensers, having pioneered the cup vending industry to a great extent.

The "Higgins Boys," as they are sometimes called by the Industry, are Spacarb distributors in Washington, Oregon, Idaho and Alaska. Pete is the president of the Seattle concern while Bill is the manager.

Pete Higgins (well known to Northwest theatre businessmen), saw a cup vendor in a local theatre several years ago. He was so impressed by its possibilities that he began looking about for a distributorship.

That was the way Pete and Bill happened to start their cup vending careers, some two years ago.

Today, the Higgins Boys are the biggest cup venders in their territory. They point to the versatility of the new 3-drink and their new 4-drink machines as one of the reasons for their success . . . that and the fact that they were financially able to handle it—some $1200 being required for each machine, not counting overhead and supplies and maintenance costs. When you figure the number of machines, alone, needed for such a big territory, you start counting in five and soon six figures.

Another big factor in their success has been their careful selection of operators, locations and location owners, with the good will and reputation of the company being the first consideration in any business transaction undertaken by the Higgins firm.

Population centers are naturally chosen for locations in reputable surroundings. Servicing of the drink dispensers is given the number one priority. Day or night (by special arrangement with the telephone company), the Higgins firm is ready for any servicing or other location emergency.

Pete Higgins explained the difference in servicing a $1200 machine like the cup vendor and a $100 or so machine which vends packaged merchandise such as cigarettes, candy, etc.

In the smaller and less expensive vendors, it is possible for almost anyone with some instruction to service them.

With the 3- or 4-drinker, the services of a highly trained technician are necessary. He must be an expert on mechanical repair work, electrical repair work, refrigeration and have a specialized training in servicing the Spacarb machines.

All of which makes servicing more expensive. The Higginses make sure any operators who want to buy a vendor have this training before they sell them a machine. They are good, solid and respectable businessmen whom the vending industry may well be proud of. They are not interested in a "fast buck" but strive to keep the reputation of the industry and of the company above reproach.

"How do you handle and install the new 4-drink automatic

Higgins Rules For Cup Vendor Success

1. **Uphold the high business standards that have been set for this field.**
2. **Cup vending is uncrowded, so pick locations carefully.**
3. **Cup vending requires ample capital for equipment, supplies and operation.**
4. **It is highly important to buy only the best flavor materials; study flavors carefully.**
5. **Get a new flavor in a machine as soon as one seems to slump on any location.**
6. **Offer customers variety in flavors. We offer Coca-Cola, Lemon-Lime, Cherry, Grape, Root Beer, and Hot Chocolate.**
7. **Sanitation must be first class in all contacts with equipment and merchandise.**
8. **Operators and servicemen must have proper mechanical training to service cup vendors.**
9. **Check and try out machines thoroughly before placing on location.**
10. **A location good enough for a cup vendor is good enough for a coin changer.**

beverage dispenser *(Spacarb 4-D-51)* after it arrives from New York?" I asked of Higgins service man, Dale Fisher, as Bill and Pete Higgins showed me through their warehouse and syrup factory rooms.

The first thing that happens, he explained, is the uncrating of the 66" x 30" x 25" dispenser after its arrival. Then it is loaded, connected and run for a week or so in the shop to be sure it's in perfect running condition. About 300 to 400 drinks are taken out of the new machine before it is installed in a location. This usually shows up any trouble and the machine reaches its location ready to serve the public with trouble-free operation.

The 4-drink Spacarb has a 1000 cup capacity, 7-ounce size. In areas where the price is higher, the 4-D-51 can be adjusted to dispense 600 10-ounce cups. The machine, itself, can be loaded to a capacity of 2200 cups, saving the operator the work of refilling when it is in use and runs out of cups. More cups are quickly put in the dispenser and the machine is ready to go for another 1000 drinks, all in a matter of seconds.

Some of the things checked in the Higgins shops (before installation) are syrup throw, carbonation, electrical circuits, cup drop and coin chutes. Carbonation is very important as dirt in that or the water line can throw the whole machine off and leave the drink flat.

"We've had new machines give drinks that were flat . . . no carbonation . . . just because of a few specks of dirt," said serviceman Lee Bauscher.

"Sterilclor," a sterilization and cleaning product is usually flushed through the lines if the carbonation is not good.

After the machine has completed its trial run in the shop, it is ready for installation in a location. Four kinds of drinks, likely to prove most popular for that particular location (and season of the year), are selected and plastic-lettered signs (Coca-Cola, Root Beer, Hot Chocolate, etc.) are slipped under the glass display panels on the upper part of the cabinet. They become illuminated flavor selector signs as soon as the electricity is connected.

The cups (the Higginses use the Lily-Tulip 7½ ounce size with the Spacarb emblem on them) come in boxes of one hundred each. The machine has ten circular containers, each holding one hundred cups.

Loading the cups is done in a jiffy with sanitation coming first.

Demonstrating this, Bill Higgins tore one end of the 100 cup carton off, being careful not to touch the cups. Then, holding the outside of the carton, he placed the open end over the empty cylinder in the Spacarb. A slight shake of the carton and the cups slid into the cylinder without a hand touching them.

Repeating this nine times, he had the machine loaded with 1000 cups in a few moments. Then the cylinders which hold the liquids were removed from the inside of the beverage dispenser and loaded with the machine on one of the Higgins' trucks.

At the location (the first one of the new 4-drinkers went to Fort Lewis), the machine is carefully unloaded and assembled. Water and electricity are connected to the machine (by the Higginses unless local laws forbid it).

Next the machine is loaded with whatever kind of drinks have been selected. They may be hot and cold and carbonated and non-carbonated with any combination. Hot and cold drinks are dispensed in the same cups, arriving there through acid and corrosion resistant stainless steel or plastic parts.

When they first went into business, the Higginses bought many different kinds of concentrates, experimenting with different types and formulas until they found the ones they liked the best. Now all their concentrates are made to their order at a local supplier. They make their own extracts except Coca-Cola and chocolate syrup.

At present they are using the following flavors: Coca-Cola, Lemon-Lime, Cherry, Grape, Root Beer as well as Hot Chocolate. Should any syrup flavor start to slump in a location they immediately substitute another.

The coin changer is a late, improved model automatic coin changer. Installing it or replacing one unit with another can be done in a few minutes by anyone that can remove four screws. It is usually loaded when the machine is serviced. Canadian nickels sometimes cause trouble, some of them sticking due to pull from the slug ejector's magnetic field on their high steel content.

A handy container for empty cups is placed alongside the machine and the operator is through.

The customer drops his nickel in the chute, beginning a process that gives him one of the freshest and most delightful drinks possible. If it is a cold drink, it is properly chilled no matter how long the machine has been idle, and the same holds true for a hot drink.

The drink is actually manufactured as you wait. The nickel in the chute starts the water through the carbonator and starts the flow of syrup, as well as dropping the cup. The flavor is selected and the syrup and water drop into the cup. The water is obtained from the regular water supply and put under CO_2 pressure. There is always a reservoir of carbonated water. As it is forced out, the pump forces more water in.

After you press the button selecting your drink, it is pumped into your cup for three seconds. During that time you can mix flavors by pressing other buttons which start the flow of other flavors into the cup. It is possible to mix all four flavors this way, should you so desire.

Repairing the machine, according to Fisher, is simplified by the machine's construction. Major electrical units can be removed simply by disconnecting the Jones plug and new units are easily installed. Valves are the most improved models and can be taken apart and cleaned in a minute. Any part of the operating mechanism can be reached in a few moments.

It takes men like the Higginses to operate successfully a high class enterprise like cup vending. Business sense and financial wisdom coupled with the highest degree of personal integrity, as personified by the Higginses, are necessary to sell the vending industry to the public.

Lots of capital (cold hard cash) plus technical schooling and trained technicians for servicemen are other necessities for the prospective cup venders, without which failure in business and discredit to the American Vending Industry will undoubtedly follow.

Get Newer Charms....

Lower Prices from America's Newest Charm Manufacturer. Over 20 new and different series of Charms. Our prices *are* lower! Send 35c for complete samples.

Dept. CMR

PENNY KING CO.

415 Neptune Street, Pittsburgh 20, Pa.

Sells Cig. Vendors To Stick To Candy

BOISE, Idaho — Sale of the Fitzwater Cigarette Service Co. to the Boise Cigarette Service Co. was announced recently by D. T. Fitzwater of Boise. The 25 year old firm's machines (National and Rowe cigarette vendors) were included in the Boise Cigarette Service purchase. The new company will be a subsidiary of Reeves Wholesale Co., Boise tobacco jobbers.

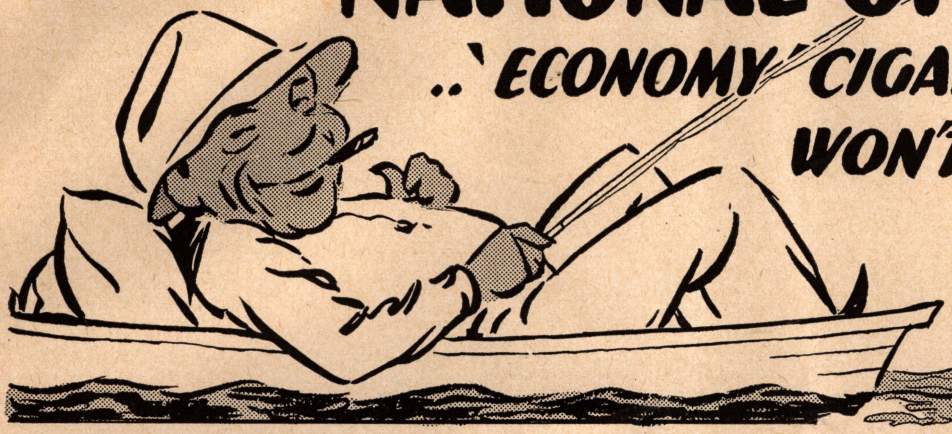
D. T. Fitzwater and I. M. Fitzwater, his father, are not retiring from the vending field. They are forming a new company, Fitzwater Vending Machine Co., and will continue their candy vending business.

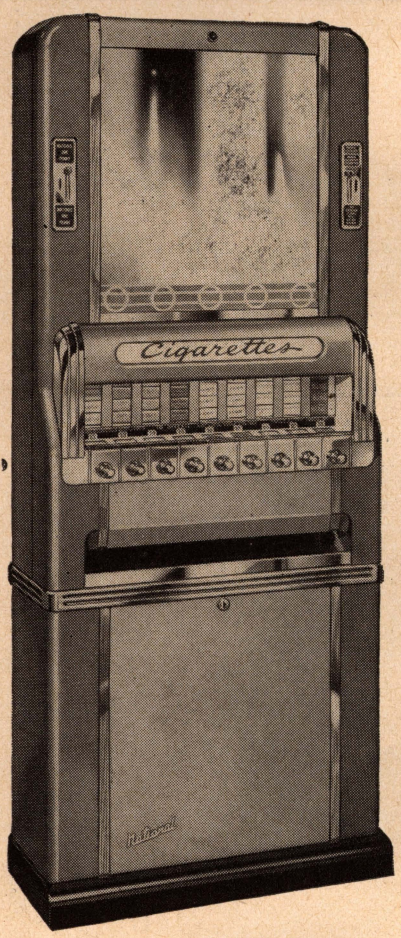
The Fitzwaters are operating Coan's *U-Select-It* candy vendors in Boise. They like the machines and have very little trouble with them. The 74 trays in the U-Select-It make it possible to have up to that number of different candy offerings.

At present, Hershey's Babe Ruth (Curtiss), Love Nest (Euclid) and Smooth Sailin (Hollywood) are the best candy sellers in the Boise vending machines.

"Brother... I'M A NATIONAL OPERATOR.."

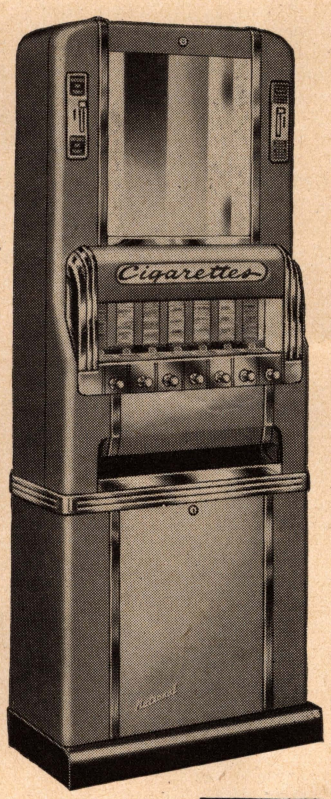
..'ECONOMY' CIGARETTES WON'T BOTHER ME"





NATIONAL 9M

Has nine easy-to-load columns of 440-pack capacity... multiple-coin insert (5c-10c-25c)... built of steel, trimmed in chrome and stainless steel... beautiful mirror and fluorescent label brand display. Measurements—66½" high, 28" wide, 11" deep.



NATIONAL 7M

A "dead ringer" for the 9M—only smaller. Central delivery only 25 inches from floor—eliminates stooping. Seven easy-to-load columns of 301-pack capacity. Handsomely finished in same colors as 9M. Measurements—61½" high, 23¼" wide, 11" deep.

NATIONAL units will sell regular-priced and low-priced Cigarettes from the same Merchandiser—at the same time. And without expensive mechanical changes!

Think what this means if "Economy" Cigarettes come back—with some brands selling at 15c or 20c, others at 20c or 25c!

You get this marvelous flexibility of performance in the famous 9M and its smaller counterpart, the 7M, shown here... plus the famous NATIONAL basic mechanism, single-coin insert, efficient change-maker and central delivery of Cigarettes, matches and change.

NATIONAL leads the way in design and construction... in performance... in adaptability to changing needs. If you doubt this—ask any INDEPENDENT OPERATOR.

NATIONAL VENDORS·INC

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

MEMBER N. A. M. A. AND N. A. T. D.

Parinas Observe Tenth Birthday

SAN FRANCISCO—This year marks the tenth year the firm of Messrs. Parina & Co. have represented Arthur H. DuGrenier, Inc., as exclusive factory representatives in the 11 western states.

Commenting on the milestone A. F. (Tony) Parina stated "Since 1928 DuGrenier has been recognized as one of America's outstanding manufacturers of cigarette, candy and gum machines and we are justly proud of this long and happy association and to our many good friends and customers we repeat 'Thank You.'

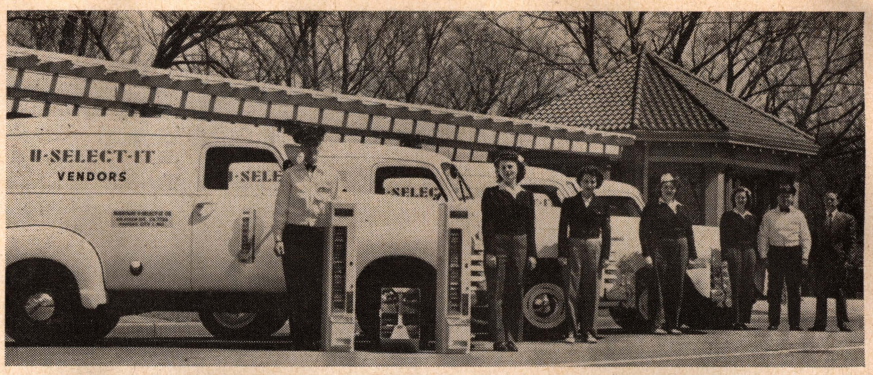
"We are especially enthused with the complete DuGrenier line we are now offering cigarette operators in our territory and we particularly want to draw attention to the new all coin combination manual merchandiser. It is available in 7 and 9 columns in both the standard and new 'shorty' height, accepts nickels, dimes and quarters through a single coin insert, has a nickel changemaker and can vend at two prices simultaneously. It's a beautiful vendor and one that merits the consideration of every operator."

Zaug Offers Conversion For Cigarette Machines

NEW LONDON, Wis.—R. W. Zaug, of Modern Vending Service, and long known in the merchandise vending field, will market a cigar conversion unit for standard cigarette vendors. He says many operators have prewar cigarette machines and that they can easily convert two columns to sell cigars and thus make more money.

Zaug says tests have been made by selling cigars at three for a quarter. In areas where cigarettes sell at 20 cents, he suggests selling the cigars at two for 20 cents. He says every locality has its favorite cigar brand and operators must cater to this taste.

He has also developed a cigar pack for the vendor unit which will provide either two or three cigars in a sealed pliofilm package to keep the cigars absolutely fresh. Cigars have kept fresh for many months in the pack, he says. He plans to make full announcement of his unit and cigars in another 30 days.



Rolling stock and service personnel of the Missouri U-Select-It Co., Kansas City, Mo. Left to right: Don Reiman, Charlene Sprinkle, Edith Raber, Ruby Cromwell, Lillian Schoonover, Charley Martin and Vernon Babcock. This U-Select-It setup is one of the model operations in the nation.

ABC Vending Reports Growth In 3 Years

NEW YORK—ABC Vending Corp., one of the big names in the vendor operating field and its stock listed on the New York Curb Exchange, in its financial report recently told stockholders that its sales have increased about 60 per cent in the last three years. Sales of the company and affiliates in 1949 were $36,705,000 and should approach $40,000,000 in 1950, the report said. The firm operates many important concessions in addition to vending machines.

The firm markets an average of about 75 items, including soft drinks and candy in as many as 28 states. Sales in its beverage vendors were eight times bigger in the first quarter of 1950 than in the like quarter two years ago.

Financial papers recently commented on the excellent financial position of the firm, with its assets and earned surplus showing good increases. The firm has paid dividend of 80 cents per share for the last two years, called a conservative policy on dividends.

The firm's report said the outlook for automatic vendors is considered excellent. The company is experimenting with many new products and new machines and is also looking into new types of locations, such as department stores and transportation systems.

Lists Aids To Operators

CHICAGO—T. P. Brady, sales manager of ABC Popcorn Co. Inc., says he has long felt the need for close cooperation between manufacturers of machines and the operators who use them, and this idea has led to the expansion of the program which the firm offers with its French Boy hot popcorn dispenser.

Among the services which Brady mentioned are aid in placing machines on orders for 25 machines in open territories, sales aids and point-of-sale media, new products in merchandise, value of trademark, protected areas, merchandise consultation service, and monthly bulletins of suggestions.

The firm has spent considerable time and money on its own routes in testing and developing these services for operators, Brady said.

NEW! NEW!

White's COMB VENDOR

Sensational new, larger type, Comb now available for White's COMB VENDOR. Coming in a large assortment of colors, this tried and proven Vendor product sells with steady profit!

THE WHITE'S COMB VENDOR IS COMPACT, ATTRACTIVE AND AN EXCEPTIONAL SILENT SALESMAN. HOLDS 200 COMBS, COIN RETURNS WHEN MACHINE IS EMPTY.

Some lucrative territories still available. Send for Comb sample and price list at once.

WHITE'S COMB VENDOR, Inc.

SOLE U. S. DISTRIBUTOR

865 Grace Street — Elgin, Illinois

Phone: Elgin 7692

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.

REGIONAL REPORTS

(Continued from Page 19)

July, was on hand May 25th, despite the tourist influx mentioned above. Some of the old-timers in the field blame some of the lack of play on televising of ball games, which keeps the phonograph fan at home instead of visiting the local tavern. Naturally, no music is played in taverns or cocktail lounges while the game is being broadcast, and this too, cuts down sharply on nickel flow. Already some bar operators are reported as scheduling television baseball only two or three nights per week, to build up intake on the phonographs, pin games and amusement equipment elsewhere in the location.

Even penny arcade operators are experiencing the lowest take for many years, according to Carl Trippe, of Ideal Novelty Co. He has seen volume curves dip 25% below this time last year, and once again, pins the "blame" on television, which keeps the entire family at home during evenings once devoted to amusement park visits. At Forest Park Highlands, which normally installs several new penny and nickel machines each year, there has not been sufficient play to warrant new units, according to the management.

One exception to the doleful plaints of the current month is Olive Novelty Co., where partners Ben Axelrod and Al Haneklau are enthusiastic over sales of Gottlieb's new *Bank-A-Ball* a five-ball game. According to Ben, there are more orders on hand than can be readily handled, and extra shipments are on the way. Advance orders on Jeanies are likewise flowing in "sight unseen," the distributor said. Al Haneklau will leave shortly for his annual vacation in the Wisconsin fishing country, incidentally.

Ideal Novelty Co. has added a new Chevrolet stake truck to its rolling fleet. Ranging farther afield in search of sales was given as the reason by Carl Trippe.

Many hitherto specialists in either music or pin games are eyeing the shuffleboard and vending machine fields to build up falling volume, it is reported by prominent distributors. "The trend is toward less specialization and more complete coverage of the field today," one distributor voiced. "Most operators recognize the fact that where one field is not paying off in a particular season, another type of machine may be enjoying boom times. Thus, I believe there will be many more machine group operators in the near future."

Spokane

Reported by W. L. Ferrall

Business men here are happy about the first five months of the year and rightly so, for almost every classification shows a plus mark over figures of last year. Bank transactions showed $1,414,977,206, a 2.6 per cent increase over the same five months period of 1949. Building permits totalled $11,500,000 as against only $5,500,000 for '49.

The city is also growing at a fast pace. About 2270 families have moved into the city since the first of the year as against 1098 for last year. About 320 moved in during May, showing a 33.9 increase over May of 1949.

While all this looks good to most business men, it is hard to get operators of amusement games and phonographs to smile at the situation they are in. Most operators are trying their level best to adjust themselves to the new order of things since the state supreme court outlawed the pay tables. A leveling off period is in effect at this time and probably by fall everyone will have a clear opinion of what course to follow.

Phonograph operators report a slump in tavern location collections just when the opposite should be true.

Shuffleboard is standing rather still as is to be expected at this season, although merchants report that the game is not dead by any means and that a big revival will come this fall. One tavern owner has spent over $5000 to make room for shuffleboard, saying he feels he has lost much business in the past by not providing his customers with this fascinating game.

Bottled drink vendors are steadily showing a nice volume of business and will be on the rise for some months.

A quick check of the cup vending beverage business in the city and surrounding territory shows only two operators with about fifty or sixty machines in use. More machines are being added as locations present themselves.

At least one old-time coin machine man is known to be getting his feet wet in the cigarette machine field. He states that there is a field practically untouched in the small business range for cigarette vendors.

Bulk candy vending men in this territory are never in need of more locations here in the Pacific Northwest. The ever-increasing number of new businesses always provide outlets for all types of vending machines and any man with lots of ambition can make a success at it providing he devotes all his time to building a business that seems to know no bounds.

Candy bar vending is always on the increase but is slowing for the summer months as always.

Popcorn vending has made a permanent place in taverns, confectionery stores, etc. New type machines are in evidence and do a nice volume during the cooler months.

Weighing scales seem to be a business in themselves inasmuch as most machines in this territory are operated by large companies specializing in covering a large area. This business remains on a fairly even base year in and year out.

The coming special session of the legislature will be presented with one or more proposals to bring back the pay tables and the resulting revenue.

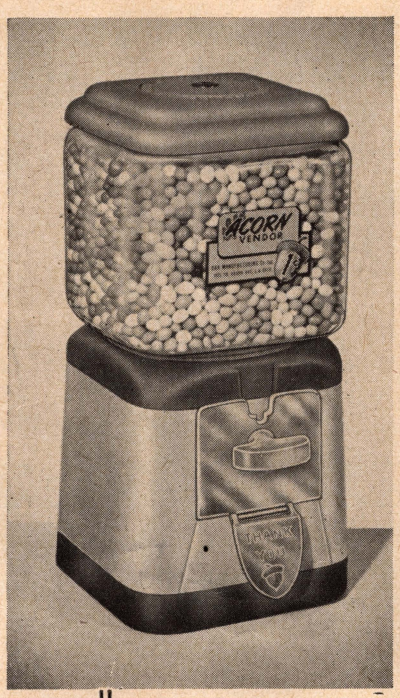
Washington, D.C.

Reported by Roy S. Ramsey, Jr.

Business in the nation's capital is rocking along at its customary summer pace. Vendor changeovers for hot weather have been completed, with hard candies and cookies largely replacing chocolate. The tourist season is in full force and is likely to break all records. More conventions are slated for the 1950 summer than for any in history. Coinmen get some of the tourists' coins directly, but more, probably, from locals who benefit from tourist spending in other places. Most of the visitors seem more interested in sightseeing than in patronizing coin machines.

Beverage dispensers are doing well. Spacarb of Washington, one of the city's largest operators, has bought all of the cup dispensers, routes and goodwill of Automatic Fountains, Inc. Under the extremely capable leadership of Bayne Phipps, D.C. Spacarb has made amazing gains in cup vending.

Amusement games are slow, but operators expect that the recent consolidation of their association with the Washington Music Guild will revitalize operations. Special committees are working on game problems. The supply of new machines is good, and



Practical!

From every angle the ACORN is a practical vendor. In a recent impartial survey conducted by a reputable organization, it was conclusively shown that ACORN was

- FIRST in material used in manufacture — Cast aluminum!
- FIRST in design for ease in servicing — Held together by top lock only!
- FIRST in quality of plastic slides for cabinet models — Hard to mar!
- FIRST in design with a complete separate service head — Designed to set upright!
- FIRST in appearance—streamlined to the ultimate—The most eye-catching machine on the market!

Proving completely, and conclusively, why the swing is to

ACORN VENDORS

We invite your further investigation of this unusual vendor.

OAK MFG. CO. Inc.

11411 Knightsbridge Avenue, Culver City, California

Delicious Flavor . . . . . Finest Quality

Schutter's OLD NICK Richest Milk Chocolate

Schutter's BIT-O-HONEY T.M. REG. U.S. PAT. OFF.

INGREDIENTS: CORN SYRUP, SUGAR, ALMONDS, PEANUT OIL, CONDENSED MILK, CORN STARCH, DEXTROSE, SOYA PROTEIN, HONEY, DRIED EGG ALBUMEN, SALT, LECITHIN, ARTIFICIAL FLAVOR.

"Oh Boy! OLD NICK is a WONDERFUL Candy Bar!"

Favorite of millions for over 25 years. Rich chocolate, peanuts, carmel and fudge. Nationally advertised.

"A Honey, Honey, HONEY of a Candy Bar!"

. . . Unique FLAVOR . . . marvelous NAME . . . finest QUALITY...NATIONAL Advertising...make BIT-O-HONEY America's fastest-growing Bar.

SCHUTTER CANDY DIVISION, St. Louis

it is these that are collecting most of the nickels.

Music machine operation is described as normal for the city and the summer season. "Normal" here, however, is probably a higher level than for many cities—which is due chiefly to the fine promotion job of the local guild. Incidentally, Bill Schwartz, who edits the WMG Newsletter, recently wrote that Uncle Sam is in the automatic phono business since the Reconstruction Finance Corp. had to take the bankrupt Aireon Co. for being in default of a $1.5 million RFC loan. On discs, Schwartz comments, "Makers of records will some day learn that there is a difference between home listeners and the music box customer with a nickel in hand. Whereas, the customer will buy a record for home use that he liked on the music box, he will not play *any* record; if he does, that won't happen more than once. This is what operators are learning more about every day. This is one major reason why thousands and thousands of new records are scrapped."

Of the new releases, Schwartz likes Ray Bloch's *Till We Meet Again* on Signature and Billy Eckstine's *You're All I Need* on MGM.

Operators in Colonial Beach, Va., are doing nicely with bells because of a legal gimmick. The beach bans bells. However, the Maryland county across the water okays them. A Virginia-Maryland law gives the latter jurisdiction over the water right up to Colonial Beach. So the operators have built piers out from the beach with a narrow separation to be stepped over. So, the machines are actually operated in Maryland.

L. A. Cigarette Hearing Fizzles

LOS ANGELES—Claiming the Assembly public morals committee is not legally constituted, State Senator Jack B. Tenney on June 14th asked Attorney General Fred N. Howser to investigate its actions and recover any state funds it may have spent. Tenney notified Howser there are only three members on the morals body, which he accused of inconveniencing and harassing legitimate business men.

The committee had been conducting hearings on possible new legislation to outlaw unsupervised cigarette vending machines which minors may patronize and had assembled more than 50 witnesses to appear before it on the matter on the 14th. When the hearing was called to order, Assemblyman Lester McMillan, chairman, announced a quorum was lacking and that he would adjourn the sessions until the Assembly Speaker appoints four more members.

MERCHANDISE

(Continued from Page 25)

used by the soft drink, ice cream and candy trades were holding firm in price at a time when lower prices were in order. Some of the experts are beginning to use that word inflation again quite often.

Sugar and cocoa beans, important ingredients to the automatic vending trade, have been prominent in the recent news of price advances. Sugar refiners had scheduled new price advances for June and then postponed such a step until July. The outlook at present is that pressure may be put on the sugar industry to hold off on price advances. The Cuban crop seemed to be off from last year as the grinding season neared the end. The soft drink, candy, ice cream and baking industries recently renewed their plea to the Dept. of Agriculture for a bigger U. S. sugar allotment, apparently hoping to stave off further price increases.

The general outlook for sugar seems to be that a Cuban carryover from last year will help to prevent price advances; a big beet sugar crop is also in sight. World demand is still high and competing with U. S. users, thus helping to keep prices up. The year started off with sugar prices on the decline but the recent trend has been upward.

Crop reports play an important part in the price picture currently and the latest reports have taken a more favorable turn. Some of the experts suggest that price advances in the last two or three months have been normal for the season and that later crop reports will start declines.

There are some exceptions to the recent picture of advances and milk is one of them. Other items still not prominent in the vending field have shown declines in price.

A review of various reports on vending merchandise follows:

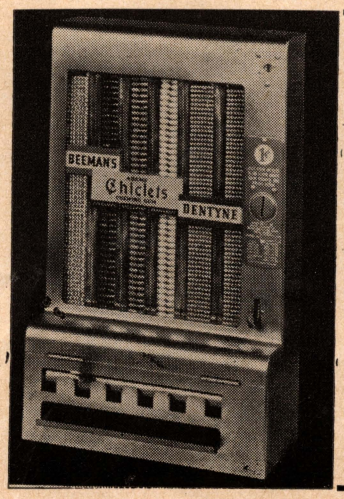
Apples—The outlook for the new crop is considered favorable and the price trend is also favorable, at a time when fruit prices in general are rising. The Industry hopes for increasing reports of apple vending this year.

Almonds—The big market centers report prices holding firm. In May an official report in the eastern markets estimated that the California almond crop this year would be off 25 per cent from the total last year.

Candy Bars—Reports from the national conventions of candy wholesalers and of manufacturers, held early in June, will appear elsewhere in this issue. Official government reports have shown a declining trend in employment in candy factories but this may be largely due to increased use of automatic machinery. Candy manufacturers have recently made protest against low tariff rates on imports of candy and especially chocolate products from other countries.

Chewing Gum—Most of the reports on this product continue to be rosy and quarterly reports of major manufacturers show increasing sales. The Mexican government has recently proposed to stop chicle production due to low price paid in the U. S. and also because the increasing use of synthetic chicle has cut the use of the natural product.

Chocolate—The latest market reports carry the familiar theme that cocoa has spurted to the season's high. Earlier reports in this column have shown that there is a gradual tightening in cocoa bean supply. Candy and chocolate manufacturers



NEW REDUCED PRICES!!

on Dentyne, Beeman's Pepsin and Chiclets Gum sold through Mills Famous Penny Venders

We have for immediate delivery rebuilt machines, factory reconditioned, which cannot be told from new in appearance and operation. They carry Standard New Machine Guarantee. More than 50,000 of these machines now in operation—and for years!! More profit now with these new reduced gum prices!!!

WRITE

HAL R. MEEKS

National Distributor

55 W. 42nd STREET NEW YORK 18, N. Y.

VERNON BABCOCK OPERATES 300 U-SELECT-ITS —OR RATHER, THE GIRLS DO!

MOST men prefer to keep the women "in the kitchen," but Vernon Babcock finds that they make ideal service-girls. Instead of polishing the house to perfection, the girls of Missouri U-Select-It Co., of Kansas City, are polishing the Coan machines to operation perfection.

The girls and Vernon are proud of their neat venders, gleaming trucks and carefully designed uniforms. These attributes tie in with the excellence of the Coan U-Select-It candy vender and careful, thorough servicing of the venders. Notice the candy tray used (against wheel, left truck). No untidy boxes, no fumbling in this model operation.

But, there's really nothing unusual in the success of the Missouri U-Select-It operation. The picture and words above tell the story of a successful operation . . . an operation made possible because of the U-Select-It Vender.

Ask any Coan operator and he'll tell you it sells top volume . . . he's positive that 100% selectivity of all the favorite candy bars is a prime reason it's the outstanding candy vender. The pure-white streamlined beauty of the vender invites the customer . . . and makes it the ideal machine to obtain location-owner acceptance.

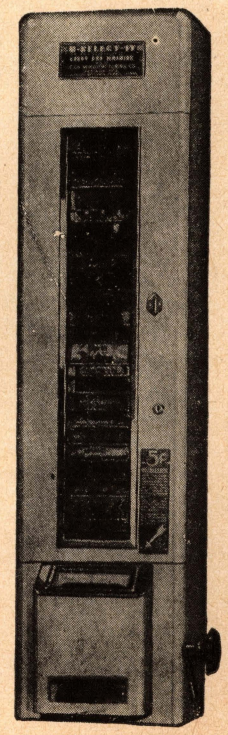
The Coan Vender now in production is a *new* vender from the ground up. Twenty years of experience in manufacturing operator-accepted candy venders has been incorporated into every feature of this *new* model. Any Coan representative will be happy to give you complete details on how *you* can add this money-making candy vender to your present operation.

This is the first in a series of ads, based on actual vending operations, to be printed in *The Coin Machine Review* with this thought in mind — Every operator is interested in the successful operator . . . and how he does it!

Manufactured and sold by:

COAN

2070 Helena Street, Madison 4, Wis.



have recently shown concern and have been in the markets more actively to buy supplies. A report from Brazil recently estimated the crop for all producing areas as well below demand. The Gold Coast crop is also short and growers are getting record prices for the new crop.

Cigars—Latest reports available from Washington suggest the excise tax may be cut on cigars. Tobacco jobbers and retailers grow more interested and concerned about the increasing sales of cigarillos. Bayuk recently reported that cigar sales show gains after declining for the first three months. Government report for April showed a real downward trend in cigar sales.

Cigarettes—The government report for April also revealed a real slump in cigarette revenue stamps. Since the federal report is based on revenue stamp sales it does not always show the exact trend in consumption. New York state also reported a slump in cigarette revenue for the month. Vending machine sales, of course, often gain when retail trade may be slowing. Reports from the cigarette makers will soon be available on sales for the first six months of 1950.

Cookies—Reports of manufacturers on the first six months will be available next month.

Coffee—In spite of a Senate investigation of coffee, the price of the product in the markets seems certain to continue high. Recent price declines have been very minor and the latest report is that Brazil will put price supports in effect for coffee. Consumption of coffee in the U. S. is said to have declined due to the high price.

Hosiery—An Elmer Roper survey shows heaviest demand for nylons to be in the Northeast, that average woman in this area buys 15 pairs per year; about 45 per cent of women pay $1 to $1.50 per pair. At the beginning of June retail stores reported nylon sales as "slow." Nylon yarn is still allocated but hosiery trade is getting full supply.

Ice Cream—The interim reports for the first half of the year suggest that ice cream demand has followed the seasonal pattern for increases; the first two months of the year started a good rising trend which slowed later with colder weather. The ice cream trade wants a hot summer to boost demand or else the year will show another decline.

Juices—Crop reports thus far have not brought any encouragement for lower prices on juices; scarcity of Valencias is holding up orange juice. Canners have shown more interest in juice vending this year and the expansion in cup vending machines is also helping the juice vending cause. Interest in juice vending has recently been stimulated by report of General Mills company that a machine, many years in development by Tracy Acosta, seems now ready for the market. The machine holds oranges under refrigeration and on deposit of a coin, slices an orange, squeeezes the juice into a cup and vends it, and the customer gets to see the show and also a drink of orange juice.

Milk—From the price and supply standpoint, milk and dairy products offer a cheering picture. Milk is reported in abundant supply and price trend is downward as controls can be adjusted; recent price reductions have occurred chiefly in the East and North Central areas; consumption is steadily rising.

Cussons Celebrate 25th Wedding Anniversary

PORTLAND, Ore.—Mr. and Mrs. Joseph Edmond Cusson, better known to the coin machine fraternity as Eddie and Helen, celebrated their 25th wedding anniversary here on June 10th with a reception from 8 to 10 p.m.

Eddie and Helen have been active in the coin machine field in these parts for many years and their friends all wish them continued health and good luck as they leave the 25 mark and head for the 50.

Nate Back!

William Nathanson who has been in the Coin Machine business since the days of Ballyhoo and who has been active in other fields for the past six or seven years, is returning to his first love and intends to associate himself actively in some phase of coin machine activity.

Nathanson has announced he hopes to contribute some pertinent articles on the Industry for future issues of THE REVIEW.

Grant Shay To Wed in July

CHICAGO—Invitations are out for the marriage of Miss Noreen Coakley to Grant F. Shay at St. Philip Neri Church here at 10:30 a.m. on Saturday, July 1st.

Groom is well known in the Coin Machine Fraternity through his many years of association with Mills Novelty Co. and more recently the Bell-O-Matic Corp.

Seattle

Reported by W. A. Perine

Sales of Schutter's Bit-O-Honey bar showed great improvement in May, according to Walter Hoeller of Seattle's Glaser Candy company office. Camels, Luckies and Chesterfields led the cigarette sale parade in that order on the west coast during May in Glaser's chain of warehouses.

Wired music collections found the last two weeks in May, the worst ever known in Washington, according to Shyvers of Multiphone, Inc. Seattle collections were 10% down. Phono collections were also poor.

A cold winter and a late start in the mines and lumber camps was one reason for the slow business pickup. In Seattle, the outside-the-city shopping centers continued to suck much of the business from the city's main-stem stores. Restaurants, which found the going too tough, are closing down and still paying their lease rent. When they can make some money they open up, preferring to lose a couple of hundred dollars a month rent rather than a big operating loss in poor seasons.

"The 7½c coin will be the biggest boon to the Coin Machine Industry in some time if it is passed," was the consensus of local coinmen of all kinds. The lowering or removal of the excise tax was another necessity for the Industry voiced by Seattle amusement business men as well as the vending trade.

Verlina Smith's wired music hit parade saw *Sentimental Me* and the Ames Brothers (Coral) on top. Billy Eckstine and *Baby Won't You Say You Love Me* (MGM) was next on the ladder, closely followed by Cliff Stewart and *The Old Piano Roll Blues* (Coral).

Sterling Automatic, large Seattle cigarette and cup vending firm, reports cigarette sales up for May. The opening up of the Far North (Alaska) has helped offset any tendency towards a slump in the Northwest.

Sterling is Wrigley's Seattle test station for the vending of their gum, with ten machines on test runs in the city, according to Cliff Bergerson, Sterling Automatic manager.

Amusement games and their collections are down. Patrons during the recent ban learned not to play and haven't been re-educated yet. The sale of pin balls has hit a new low in the state, due more or less to the Supreme Court ban, some time ago.

Bowling games can only charge a nickel under city regulations. Most taverns and locations feel that 10c would be a more reasonable fee for playing these popular games.

George Trambitas, Western Distributing, is quite happy over the upturn in music and the increase in sales of the new AMI *Model C*.

Bally *Citations* and others are helping collect funds in Seattle for a very worthy cause, The Associated Boys Clubs. The Jack Moore Co., Bally distributor, is awaiting their first *Turf King*, Bally's new one-shot. They are sold out of *Shuffle Champs*. These are being featured in Seattle taverns and amusement places by being placed just inside the door in the middle of the floor.

Popcorn is up in sales, with the Harlin Fairbanks Co. expecting August and September to be their biggest months in 1950.

Despite poor box office showings, the theatre vending business is good. Mars' new vending pack for theatre use is becoming popular. Hersheys, Milk Duds (Holloway) and Jugy Fruit (Heide's) are one-two-three in theatre candy vending sales.

Mills, Jennings, etc., bell machine repairs and sales are also on the downgrade in Seattle and King County, with one repair firm considering going out of business.

The new *National 7M* is a "sellin' fool," says Farmer Bert, Pacific Northwest distributor. The *Cigaromat* sales have slowed down somewhat, with people having to be educated before they can see its advantages.

Leaf ball gum, peanuts and charms are selling faster than ever, according to Mrs. Grey (Farmer Bert's). Business is booming for the vendors and for the salesmen of the machines in both Washington and Oregon.

Candy for local vending is panned several times to give it a hard coating for protection against temperature changes. Sale of candy vendors continues to increase.

Cigarettes are vending for 25c a pack, with the location usually receiving a limit of 3c a pack.

R. F. Jones Co., Northwest Seeburg distributors, report business good. They are awaiting the arrival of the first Keeney *Double Bowler*, one of the fastest two-player bowlers.

A. S. Beutler, R. F. Jones Co. Seattle branch manager, just returned from a business trip through the Pacific Northwest with Jim Lowe, salesman for the company. He expects to leave immediately on a vacation trip with Mrs. Beutler which will include the Shrine Convention in Los Angeles.

Ralph Alger, Seeburg operator (Hi-Tone Music Co.), is another vacationer going east for a three months' trip with his wife. Kentucky, New York, Virginia and Texas are on their itinerary.

Puget Sound Novelty is hearing a lot of wedding bells these days. Margaret Harrington married Sam Budnick on June 10th and Don MacPherson wedded Margaret E. Callander on June 16th. Rock-Ola's new J.G.P. horseshoe game attachments and colored weights are the latest attraction at Puget Sound.

We saw an ancient Rock-Ola recently in Guaymus, Mexico. It had ten and fifty centavos coin chutes. You played it by putting twenty centavos in the fifty centavos chute. This played one instead of five records (for fifty) and poured about 2c into the machine's coffers in American money.

Roy Hebard, Roseberg, Oregon operator, took advantage of the warm weather recently to help Farmer Bert catch the limit in trout in southern Oregon.

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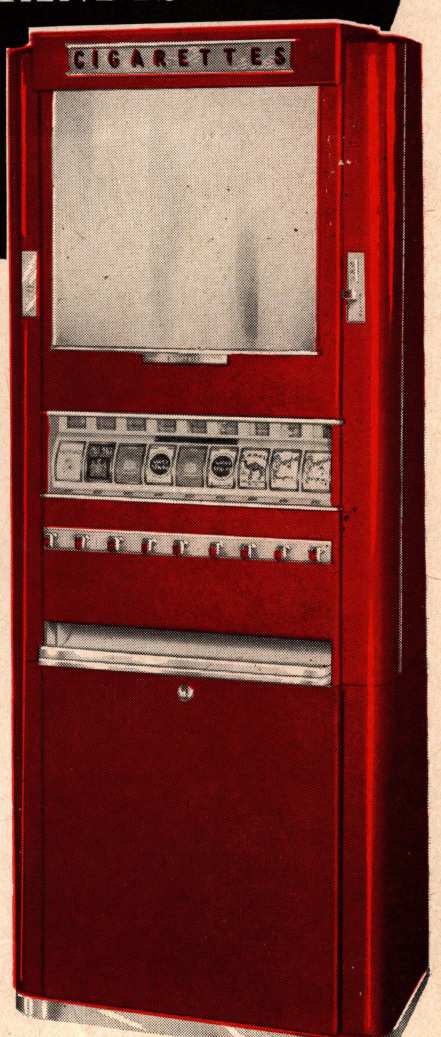

It accepts **NICKELS, DIMES and QUARTERS!**

It has a **SINGLE COIN INSERT!**

It has a **NICKEL CHANGEMAKER!**

It vends at two prices simultaneously!

It works simply — easily — accurately — **IT S-I-M-P-L-Y WORKS!**

The new DuGrenier Manual All Coin Combination Model Is Available In 7 and 9 Columns In Two Sizes — STANDARD HEIGHT, 68 Inches and NEW "SHORTY" HEIGHT, 61 inches.

WRITE FOR COMPLETE INFORMATION!

MESSRS. PARINA & CO.

Exclusive DuGrenier Distributors in the 11 Western States

330 Gough St. UNderhill 3-0998 San Francisco, Calif.

Greene Embarks On Matrimony Sea

NEW YORK — Industry congratulations were recently extended to Robert Z. Greene and his bride, Nancy Jane Greif, of Baltimore and Miami. They were married at Clark's Desert Inn in Las Vegas, Nev.

Congratulations poured in from all sectors of the trade when the announcement was made. Greene has long been prominent in the trade as president of Rowe Manufacturing Co. and also an outstanding leader in associational activities.

Turf King Takes Post at Laymons

LOS ANGELES—The favorite to win at Paul A. Laymons' currently is the new Bally Turf King which has the sales force doing nip-ups explaining the many new features on this new one or five-ball pinball game which incorporates all of the time-tested features of Citation and Champion and adds an equal number of its own.

Speaking of the game Paul Laymon said "This is THE one. It has Citation and Champion backed off the map and you'll remember they were and are topnotch games. But Turf Champ is presented to the pinball public in a new and fascinating way and fans love it."

Another new item is a Downey-Johnson Sorter and Counter which sorts and counts all coins from a penny to half-a-dollar. One dial reading gives total in dollars and cents. Laymon also stocks the Downey-Johnson coin wrapper which rounds out an excellent line of coin handling equipment for today's operator.

Huge Silver King Order in Eastern States Expansion

CHICAGO—Edward Barnett of Cameo Vending Service, New York, placed the largest order for Silver King bulk vendors in the history of the machine according to an announcement by H. F. Burt of the Silver King Corp.

Delivery is to be made over a three year period during which strategic branch sales offices will be opened to thoroughly cover New York, New Jersey and Connecticut. First branch has already been opened in White Plains. Silver King vendors will be handled exclusively and Barnett revealed he selected the vendor because "of its rugged simplicity, its popular sales appeal and its performance record."

Bally Offers Turf King With Improved Controls

CHICAGO—Bally Manufacturing Co. recently announced a jumbo type of pin ball game called *Turf King*. Jack Nelson, general sales manager, said there are many new mechanical advances in the game.

He emphasized its improved control unit with longer lasting contact wipers, its new style clutch with ample take-up provision, its improved relays of horizontal type for easy access, and its faster action reflex unit.

Nelson also pointed out that the playfield is brightly illuminated by five lights running through the center of the field from top to bottom. In addition, glass frame lock is conveniently located on the side of the back box.

Mencuri Named Exhibit Sales Head

CHICAGO—Frank Mencuri has been appointed sales manager of the amusement games line of the Exhibit Supply Co., succeeding Charles J. Pieri. Mencuri also retains the sales manager post on Exhibit's arcade division.

In making the announcement, Ford SeBastian, executive vice president, said that Mencuri's promotion is the most important in a series of company moves to expedite service and improve relations with distributors and operators.

Mencuri has been a sales executive for 16 years. He joined Exhibit Feb. 1, 1946, as assistant sales manager under John Chrest. Shortly after he was named assistant to Perc Smith, head of the arcade division. When Smith died in June, 1948, he was placed in charge of arcade sales. During the war, Mencuri was an inspector of precision instruments made by Minneapolis-Honeywell Co. for the armed forces.

LOS ANGELES

Carl Musarra is a new operator in Pomona having recently purchased a marble table and automatic phonograph route.

P. E. Bressem, Oregon operator, visited Alpha Mfg. & Dist. Co. headquarters while vacationing in Southern California in May.

Johnny Hawley reports an exceptionally brisk sale of his new adaptors designed to connect 30 wire boxes on Seeburg 100 installations. **Elmo Robinson,** Phoenix, has added a substantial number, according to Johnny.

E. E. Eggleston, operator of flower vending machines in Las Vegas, Nevada, reported to W. E. Simmons of Alpha that one corsage vendor near a marriage license office in Las Vegas, exceeds $100 per week, average. Eggleston's vendors are all of the visible type with flowers in plastic containers and under refrigeration. Six quarters are deposited for each corsage.

An 8½-pound boy arrived on June 2nd to gladden the hearts of Mr. and Mrs. **Woodie Leslie** and was promptly named Patrick. Pappy is west coast factory representative for Coan Manufacturing Co.

William Nathanson is resuming his activities in the coin machine field and made a survey trip to San Francisco in early June to call on operators and get the lay of the land.

Bud Parr says that someone sent him the following news item presumably clipped from a Florida newspaper: "A hurricane completely wrecked George Wynn's house and all six of his children are missing. Neighbors donated a bed to give George and his wife a new start."

Charley Kelley, San Joaquin valley representative for Packard Pla-Mor Products, is spending June and July in his old home town, Onawa, Iowa.

Mr. and Mrs. **Howard Brown** are back from a two weeks' wedding trip which took them to the East Coast.

Phil Sreden, vending operator, is sporting a new Oldsmobile 88 and Pres Coombs has a new Lincoln.

C. P. Calls, Salt Lake City, was in town the first week of June and called on Operators Vending Machine Supply Co.

Paul Rodenberger is a new vending machine operator in the Bakersfield area.

Stan and Kathleen Lederman are the proud parents of a baby girl born June 2nd. She has been named Karen Bess.

J. C. Pruner picked June 25th as the date to marry the girl of his dreams and the happy couple included Washington, D. C., and Baltimore on their honeymoon trip.

Mike Hammergren of SuperVend was in from Chicago for a confab with Badger Sales. Out of towners visiting Badger recently included **Lee Wirt,** Montebello; **Barney Smith,** Long Beach; **Pat Patterson,** Corona and **Jack Mallet,** Pomona.

R. B. Clapp reports an unusual business volume in the new ABT coin pay meter, particularly for television purposes.

William Schrader, salesmanager for American Shuffleboard, is plugging his bowler reconversion by using the new Stereo Realist Viewer slides taken by Merge Studios.

Among the many out-of-town Shriners in town for the national Shrine conclave was **C. S. Pierce,** Brodhead, Wis. In addition to operating a flock of Seeburgs in and around his town, C. S. is also mayor of the 2,000 souls' hamlet.

Marlyn Walker who has handled Packard Pla-Mor warehousing at Bekins Storage for a number of years, has joined Alpha as secretary to W. E. Simmons. **Allan Brown,** Alpha service manager, is spending considerable time on the inside on inspection work in the Hi-chroming department.

W. E. Happel, Jr., returned on June 12th from a vacation spent in Milwaukee visiting friends and relatives.

Recent visitors at the J. Peskin Distributing Co. included **George Licati,** Ontario; **Hans Taylor,** San Bernardino; **Dick Cortez** and **Bob Butcher,** San Diego; and **E. R. Rippee,** Compton. **Solly Solomon** is back from a swing through the territory and reports a general calm.

Ray Powers has joined the phonograph and music accessories department at Badger Sales.

Vice-president **Fluke** of Bonanza Mfg. Co. is now in the process of building a new sales organization. He states conditions are particularly good in the Stockton and Bay areas.

Lucille and **Paul Laymon** are reconstructing their lovely gardens at their Pacific Palisades home. Quantities of boulders from the Montrose area have been trucked in to provide novel borders for plant beds, dolamite has been spread on all the garden walks, and 30 lights in varied colors and concealed under trees illuminate the garden at night should one desire a stroll through a verdant fairyland. Electric lights have been added also to the big pool which graces the center of the garden area and a shaft of red colors the column of water rising six or eight feet into the air. Altogether, it's really sumpin'.

Nels Nelson has joined the Minthorne Music Co. to devote his future efforts to the Seeburg line. **Ed Wisler,** who recently joined Minthorne on sales, is now stationed in Phoenix and covering Arizona for the firm. **Hal Chaney** has left the organization and is doing a little free lance buying and selling and calling the local Mills Sales office his headquarters.

There has been no dearth of operators at Paul A. Laymon's this month. Out-of-towners included **G. F. Cooper** and **Jack Neal,** Riverside; **Jim Murphy,** Inyokern; **Alex Koleopolus, Fred Allen** and **William Black,** Bakersfield; **John Ketchersid, Charles Cahoone, Gary Thompson** and **Homer Gillespie,** Long Beach; **Judd Lilly,** Montebello; **Thomas Boddy,** Lomita; **F. L. Griffin,** Pomona; **Anton Jeppeson,** Rivera; **Jack Spencer,** Big Bear; **Jack Mallett,** Claremont; **Glen Sessions,** Compton; **Ted Kohl,** Coronado; **Clyde Denlinger,** Balboa; **Earl Stephens,** Verdugo City; **Perry Irwin,** Ventura; **Clyde Truss,** Oceanside; **Norman Christ,** Lompoc; **Z. E. Stephens,** Arcadia; **Lawrence Raya,** Colton; and **I. V. Gayer,** San Bernardino.

One of the busiest Shriners on Coin Row during the recent convention was **Walter Solomon** at J. Peskin Dist. Co. Solly found his hands full with visiting nobles from his own Temple in Seattle.

4 ROWE DIPLOMATS for 1950

the right machine
FOR EVERY LOCATION!

ROWE STANDARD DIPLOMAT (Electric)

ROWE STANDARD DIPLOMAT (Manual)

ROWE DIPLOMAT CONSOLE (Manual)

ROWE DIPLOMAT CONSOLE (Electric)

● Your *complete* line — superbly streamlined and precision engineered — the *right* machine for every location! Whatever the location owner's problem, the answer is right here, and absolutely right! Rowe's four handsome automatic merchandisers add beauty to their surroundings . . . invite sales . . . build profits!

Remember: it's profit-wise to modernize — write Rowe!

Rowe MANUFACTURING COMPANY, INC., 31 East 17th Street, New York 3, N. Y.
Member, National Automatic Merchandising Association

WORLD'S LEADING MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

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10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

CIGARETTE AND CANDY VENDING—
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (TF)

NEW AND PRECISION REBUILT—
LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

SCALES WANTED—
Cash paid for all types of coin-operated scales. R. STARK, 1501 DeLong St., Los Angeles 15, Calif. (TF-C)

STAMP FOLDERS—
Direct from manufacturer. Low, low price! Immediate delivery. Write for prices and samples. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn, N. Y. (J-C)

DECALCOMANIA TRANSFERS—
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

USED EQUIPMENT FOR SALE—
5c Candy Vending Machines, like new: Rowes 8 Col. (120 capacity with base) $55.00 each 5c Chocolate Units (100 capacity) $15.00 each; U-Select-Its Model 54, $27.50 each; U-Select-Its Model 72, $32.50 each. All overhauled, repainted, in excellent condition. 30 per cent deposit required with order, balance C. O. D. ILLINOIS MECHANICAL CANDY CO., 1148 West Van Buren Street, Chicago 7, Ill. (9/50-P)

ALL THE NEWEST CHARMS—
EPPY — world's largest manufacturers of charms, prizes and novelties—offers the widest possible selection of vending items. Grocery store charms, comic character charms, plastic and metal-plated charms, famous series #1 and #2 charms, boxing gloves, baseballs, footballs, bowling pins, joke pet animals, big game animals, pirate coins, wild west telescope viewers, scissors, knives, fortune ball prizes, alphabet charms, rings and many, many others, with new ideas monthly. Free samples. Get on our mailing list. Write today. SAMUEL EPPY & CO., INC., 91-15 144th Place, Jamaica 2, N. Y. (TF-C)

FOR SALE—
Two Hilco Ice Cream Bar Vendors; floor samples; vends ice cream bar on stick for 10c; list $575; distributors, $450; these floor samples, $300 each. KING-PIN EQUIPMENT CO., 826 Mills Street, Kalamazoo, Mich. (MJJ-P)

OPERATORS—
of No. 21F Advance Prophylactic Vendors, we carry the best quality latex obtainable in a flat tin box, vestpocket size, packed 2 to a tin box, 72 boxes to a gross. Will repair all No. 21F Advance Venders. Write for the new low prices on our tin boxes. MODERN DISTRIBUTING CO., 17400 Kentucky Ave., Detroit 21, Mich. (JJA-P)

COIN WRAPPERS—
Coin Counting Machines. Tubular Wrappers 1c, 5c, 10c, 25c 50c, guaranteed heavy paper, 75c per 1000 in lots of 100,000 or more discount. Accurate Penny Coin Counters, heavy aluminum, $1.50. Operator's Handy Belt Pockets, 2 for 60c. Collection Books $1.00 per dozen. Coin Counters: Hand and Electric models from $85 and up, all guaranteed. HECHT NIELSEN, 316 S. Spaulding Ave., Chicago, Ill. Tel. HAymarket 1-1088. (TF-C)

ADVANCE SANITARY NAPKINS—
and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

APRIS PROPHYLACTICS—
for our Advance 21-F latex machines. Advance Sanitary Napkin machines and supplies. Write for information and prices. FOWLER COIN MACH. & DIST. CO., 3030 Crooks Road, Pontiac, Michigan. (ASO-P)

HAVE YOU ORDERED—
your sample set of Shuffle-Shoes? The sensational new shuffleboard game of horseshoes; easy to install, nothing more to buy; operators' price, $18.50 per set. KING-PIN EQUIPMENT CO., 826 Mills Street, Kalamazoo, Mich. (MJJ-P)

CAST IRON STANDS—
Weight 25 lbs., $4 each; in lots of six or more, $3.75 each; top flanges only 30c each; top plates for two vendors, $1.30 each; top plates for three vendors, $1.55 each; all prices F.O.B. factory. KING & CO., 2700 West Lake St., Chicago 12, Ill. (MJJ-P)

BUY LATEX DIRECT—
The famous PROTEX brand prophylactics are completely sealed in Du Pont cellophane. Recognized by vending machine operators as the most perfectly designed package for use with the Advance 21F machine. PROTEX is perfection in quality and sanitation. PROTEX increases machine capacity 20% because it is thinner. Order a trial carton of TWO GROSS (144 packages of 2) for $6.00. Write for quantity prices. Complete stock of Advance 21F Latex machines and 23C Sanitary Napkin machines and all parts. NATIONAL SANITARY SALES, 6654 N. Talman, Chicago 45, Illinois. (TF-C)

FOR SALE—
Mercury DeLuxe Counter Gripper—200—two months old, factory guaranteed; moneymakers; regular $59.50; sacrifice $12, all or part. C. ROZINSKI, 2416 Holmes Ave., Hamtramck, Mich. (JJA-P)

CIGARETTE MACHINES—
The best buys in reconditioned cigarette machines are at Central. Write for details. We buy used cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish St., Philadelphia 4, Pa. (TF-C)

FOR THOSE WHO HAVE MONEY—
to count. Write for catalogues and circulars on Coin Counting Machines, Coin Assorters, Coin Wrappers, Currency Straps and other Bank and Cashiering Supplies including Coin Bags, Cash and Bill Boxes, Lead Seals, Coin Cabinets and Cash Drawers; cut out this ad and send it to ABBOTT COIN COUNTER CO., 143rd St. & Wales Ave., New York 54, N. Y. (J-P)

ARCADE FILMS THAT MAKE MONEY!—
Producer offers the ultimate in arcade art; all new productions, guaranteed money makers; negatives or prints for sale. CHARLIE CASE, 5864 Hollywood Blvd., Hollywood 28, Calif. (JJA-P)

CHARMS—FROM MANUFACTURER—
Charms multiply sales in your bulk candy and ball gum machines. Write NOW for details and free samples of our midget scout knife, baseballs, boxing gloves, stone rings, dice and copper and gold assortments. CHARMS, INC., Box 1054, Brillion, Wis. (TF-C)

SAVE ON SEEBURG 100 INSTALLATIONS
Hawley Adaptor Connects 30-wire boxes in a jiffy—plays best side of first 24 records. Precision made. No working parts. Easy to install. Price $39.95, 1/3 deposit. J. R. HAWLEY DISTRIBUTING CO., 2845 W. Pico, Los Angeles 6, Calif. (J-C)

USED NATIONAL 9/30 AND 9/50—
Not Kingsize, for sale; all good condition. Forty dollars for 9/30; fifty dollars for 9/50. 1/3 with order, balance c.o.d. ACE CIGARETTE SERVICE CO., 7315 Woodland, Cleveland, O. (JAS-P)

VENDING MACHINE STANDS—
New, improved, all steel bottom; weight 20 lbs., double and triple top plates; prices on request. PAUL H. CURRAN, 165 West Roselle Ave., Roselle Park, N. J. (JAS-P)

ADVANCE 21F LATEX—
and Duplex E Sanitary Napkin vendors and merchandise for their use. Ask for quantity prices and discounts. T. O. THOMAS CO., 1572 Jefferson, Paducah, Ky. (JAS-P)

WANTED—
Several additional territorial sales managers to work with present authorized distributors and establish new distributors; our products are proven and are the leaders in their fields. (1) Refresh-O-Mat, the lowest priced coin-operated service-free cup drink dispenser; (2) Smokeshop 612, the largest capacity, low-priced service-free all electric cigarette vendor; (3) Smokeshop De-Luxe Lite-Up, the first and only sensational new fully illuminated cigarette vendor with juke box color changing animation; men we seek must have high earning records; car essential; leads furnished; send complete details first letter with photo; replies held in strict confidence. Al Blendow, Sales Mgr., AUTOMATIC PRODUCTS CO., 250 W. 57th St., New York 19, New York. (J-C)

THIRST QUENCHER MACHINES—
$150 each, recently painted and operating on location. Mechanically sound. Larger capacity machines are replacing these units. FOUNTAIN DISPENSERS CO., 35 Greenwich St., Providence, Rhode Island. (J-P)

Hanson Develops New Game

CHICAGO — Ed Hanson, formerly with Groetchen Tool & Mfg. Co., has been named sales manager for Abco Novelty Co. Hanson had developed a new amusement game called *Hit-A-Homer* which is adapted for nickel and penny play. The firm recently announced that the game was in production and full shipments being made.

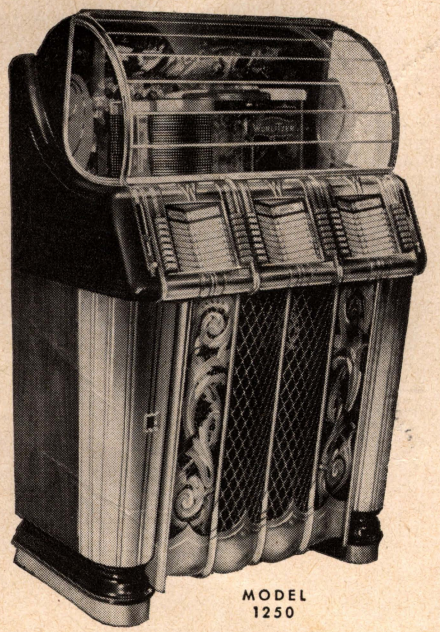
The new game was also displayed at the ACMMA convention and received a good response. It offers five simulated baseballs scoring homers, walks, strike-outs, etc. It scores automatically and offers free plays, and lists at $27.50.

Hoards Many Small Coins

EAGLE RIVER, Wis. — Thousands of nickels, dimes and quarters, totaling $40,000 in value, were recently unearthed here following the death of a wealthy resident. He never believed in paper money, so collected the coins and hid them.

Operators who may have missed all those coins from circulation can now be assured they have been restored to use again.

What Makes Phonograph Value?



MODEL 1250

Price alone does not make phonograph value ...it's what you GET for what you PAY!

Today you can buy a phonograph for a little less than the price of a Wurlitzer 1250. And you can buy one that costs a lot more.

Which one offers the *greatest* dollar value? The one that offers the *most* and the *best* money-making features for the money *invested.* Features that mean a higher weekly *dividend* on your investment ...a quicker return of your *entire* investment...PLUS features that protect that investment *well* enough and *long* enough so it *can* pay for itself and produce a handsome profit besides.

On that basis we say

FOR SHEER DOLLAR VALUE, THE WURLITZER 1250 OUTSHINES THEM ALL! HERE'S WHY!

IT'S THE ONLY PHONOGRAPH THAT PROTECTS YOU AGAINST OBSOLESCENCE. An $8.75 kit and just a few minutes time adapts it to play 33⅓ or 45 RPM records. No need to buy an entirely new and costly record changer mechanism.*

IT'S THE ONLY PHONOGRAPH THAT PLAYS 48 TUNES ON 24 RECORDS. Enough tunes to satisfy everyone yet no increase in record costs. And you can make any number of those tunes top tunes by placing two seven inch records in a tray.

IT'S THE ONLY PHONOGRAPH THAT CAN GIVE YOU THE HIGH FIDELITY OF THE NEW SPEED RECORDS. Combines the finer tone of LP records with the tonal superiority of the Cobra Stylus.

IT'S THE ONLY PHONOGRAPH THAT OFFERS ZENITH COBRA RECORD ECONOMY. 50% saving in record and needle wear.

In addition, the Wurlitzer 1250 saves you money because it does not obsolete current Wurlitzer Wall and Bar Boxes. It saves you money through service accessibility that conserves the serviceman's time.

FEATURE FOR FEATURE, POINT FOR POINT, THE WURLITZER 1250 OFFERS YOU THE INDUSTRY'S GREATEST DOLLAR VALUE. THERE IS NO ECONOMY IN BUYING A PHONOGRAPH FOR LESS MONEY. THERE IS NO REASON TO PAY MORE.

If you want Value for your Money your Best Investment is the

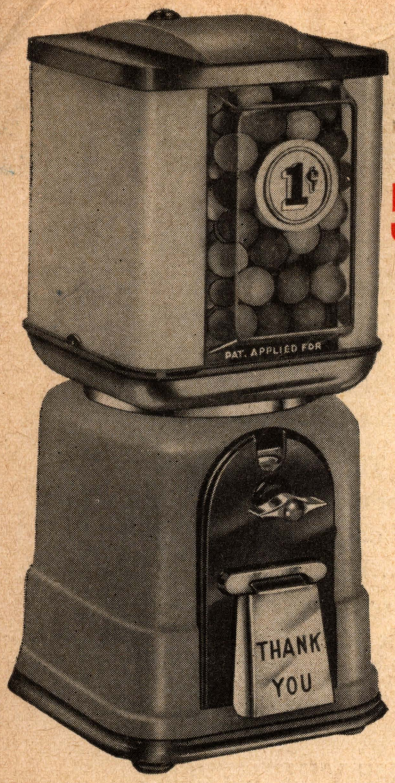
WURLITZER *Twelve Fifty*

SEE YOUR WURLITZER DISTRIBUTOR NOW!

VICTOR...Greatest Name In Vending

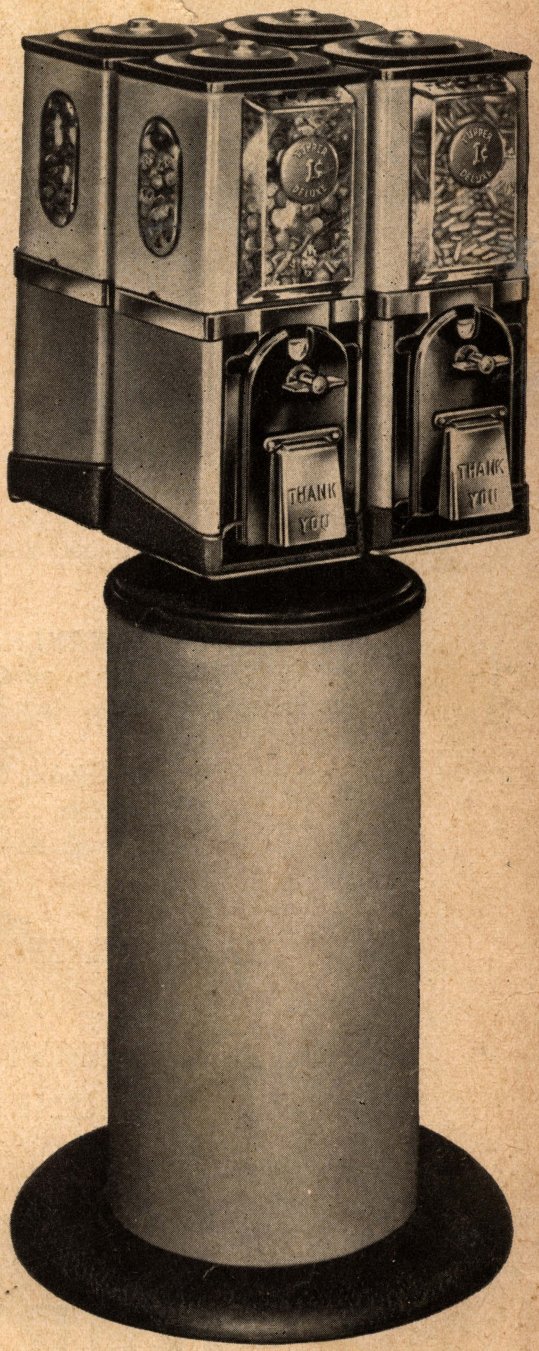
presents the NEW

5c TOPPER *Deluxe* CHARM VENDOR



Here's a new streamlined creation to step out and make new high grosses for you vending charms exclusively. The TOPPER deluxe CHARM VENDOR is equipped with the new side windows to more adequately showcase the merchandise — entrance the patron — and hypo your sales! It is equipped with a special baffle plate for weight relief of the charms, assuring quick action on every operation. Never before have so many new and practical ideas been packed into a single vendor. Vending charms at a nickel is a tremendously profitable business. Get started today with the TOPPER deluxe CHARM VENDOR.

1c TOPPER Deluxe



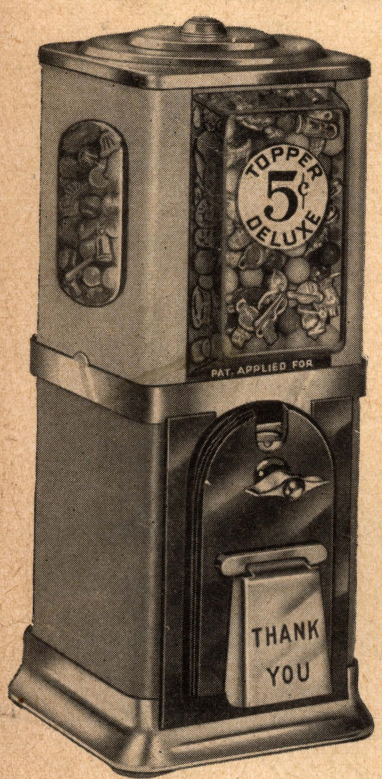
You can't beat the 1c TOPPER Deluxe for vending ball-gum and charms or merchandise and charms. Now available with or without side windows and in a variety of colors—all trimmed with chrome. TOPPER Deluxe has a capacity of 7½ lbs. of 210-count ball-gum, or 1,575 balls. Made to vend all kinds of bulk merchandise by the insertion of a coin and flip of the handle. A colored circular and complete information is yours for the asking.

America's Finest Vendors

★

The Industry's GREATEST Values

Victor's Revolving SUPER MARKET



Here's a vending machine department store so compact it actually takes no more space than one vendor on a stand. Just picture your extra sales possibilities with FOUR vendors instead of ONE! Now you can supply ALL the bulk confection requirements of the average spot and corner a lot of business which has been passing your single vendor. The VICTOR SUPER MARKET revolves for customer convenience. Side windows adequately display the confections or charms in each vendor and provide a come-on which prompts sales and spirals your gross. You can't equal the SUPER MARKET for eye-appeal and sales ability. Write for circular and sensationally low price.

JUMBO UNIVERSAL

FOR VENDING JUMBO SIZE BALL GUM

Thousands of locations are available and waiting for JUMBO UNIVERSAL for vending jumbo size ball-gum. This is the fastest selling piece of ball-gum today and this is the ONE machine to vend it properly. Extra lock permits leaving extra merchandise with location so machine may be refilled without access to cash box. Holds 500 pieces jumbo size ball-gum. JUMBO UNIVERSAL SPECIAL also available for vending 140-, 170-, 210-count ball-gum and other bulk merchandise, peanuts, candy, pistachio nuts, etc., with or without charms. Write for additional information.

Write for Circulars, Prices, and Additional Information Today!

VICTOR VENDING CORP.

W. GRAND AVE. CHICAGO 39, ILL.

ALL VICTOR VENDOR ARE EXPERIENCE-TE